

# LIFE



*In this issue*

**WINSTON CHURCHILL**

writes on  
**AMERICA'S NEW WORLD POLICY**

APRIL 14, 1947

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*Don't be alarmed*

*Wake up To Music*

MODEL 50W

MODEL 50

MODEL 50WR

**GENERAL ELECTRIC**

LEADER IN RADIO, TELEVISION AND ELECTRONICS

Makes getting up a pleasure. Dainty plastic cabinets (9 $\frac{3}{4}$ " wide, 5 $\frac{7}{8}$ " high) in four colors. Clear tone radio and accurate G-E Electric Clock. Large illustration, Model 50B.

## "WAKE-UP-TO-MUSIC" CLOCK-RADIO

♪ Gently—ever so gently—this clock-radio wakens you to a newly minted morning. The radio program you chose last night is playing. All's well with the world!

This G-E "Wake-Up-To-Music" Clock-Radio won't let you cheat, either. If, after the program starts, you doze off for an extra "forty winks" it plays merrily on for a few minutes . . . then it also buzz, buzz, buzzes, until you give up—and get up.

*General Electric Company, Bridgeport, Conn.*

Anytime during the day, set this clock-radio to turn on your favorite programs automatically. It's a wonderful table radio, too. You'll marvel that any radio so dainty, so compact, can have such power—such full-rounded tone.

"Wake-Up-To-Music" is more than a radio—more than an alarm clock. It's the amazing new clock-radio that *remembers* with dozens of uses all day long. It's the smartest little set of the year.



More fun with this self-charging portable on every vacation! Play it as much as you please. The built-in charger renews the power when you plug it into AC house current. It's revolutionary! See Model 250.



General Electric's finest table radio-phonograph—Delight in Model 304's glorious natural color tone! Discover new beauty in your favorite records when played by the amazing G-E Electronic Reproducer.

## natural color tone RADIOS



Superb FM-AM automatic radio-phonograph—Natural color tone from both radio and records. FM, standard, and short-wave radio. Sensational G-E Electronic Reproducer. 9 tubes plus rectifier. Model 417.



# Joe does himself a great big favor



*Pityrosporum ovale*, the strange "bottle bacillus" regarded by many leading authorities as a causative agent of infectious dandruff.



As a precaution . . . as a treatment  
for INFECTIOUS DANDRUFF . . .  
**LISTERINE ANTISEPTIC—Quick!**

It's a "must" with him every Friday night . . . as it is with thousands of men. He knows it's a smart precaution to help keep his scalp and hair looking healthy and fresh. The girl-friend likes them that way.

#### *No Mess. No Grease*

He has washed his hair and is now following it up with Listerine Antiseptic and massage. He goes for it in a big way. Anybody would. It's so easy. So antiseptic. So cooling. So refreshing.

Joe's no dummy; he knows that infectious dandruff is an ugly condition, very common, easy to catch, and often hard to get rid of. He doesn't want any part of it.

He also knows that Listerine Antiseptic is an efficient precaution against it. And a peach of a twice-a-day treatment once infectious dandruff has started.

#### *Kills "Bottle Bacillus"*

Listerine Antiseptic gives his scalp and hair a cool antiseptic bath. It kills, by millions, the stubborn "bottle bacillus" (*Pityrosporum ovale* to you, scientists). This is the ugly little customer that so many dermatologists say is a causative agent of the trouble.

Maybe you, too, had better make Listerine Antiseptic a part of your hair-washing routine. It may spare you a nasty siege of trouble. And, if infectious dandruff has made headway, fight it by using Listerine Antiseptic twice a day, regularly and persistently. Remember, Listerine Antiseptic is the same antiseptic that has been famous for over 60 years in the field of oral hygiene.

LAMBERT PHARMACAL Co., St. Louis, Mo.





## *For sons and daughters only*

With May 11\* coming up, we'd like to suggest a wisely thoughtful move:

*Go have your picture taken, right now...today or tomorrow!* (Fathers should co-operate with small sons and daughters on this.)

For there's nothing mothers would rather have

on May 11 (a fact which you can quickly check with any mother)!

By ordering pictures now, you'll give your professional photographer a chance to do his best work. He's an expert photographer who specializes in portraits, and he's a busy man—so allow

him time to give his most careful attention to your portrait.

The combination of his photographic skill, your likeness, and the Ansco film and papers used by the best photographers will give mother the thrill of her year! Ansco, Binghamton, N. Y.

\*Mother's Day.

ASK FOR **Ansco** PHOTOGRAPHIC MATERIALS



# Who brought out the beast in PRESTON STURGES???

1

No One Gets Urges Like Preston Sturges (Usually at lunch or at night)



And For Years He's Been Tryin' To Co-Star A Lion (But a beast who's all bark and no bite)

2

He Also Employed Harold "Diddlebock" Lloyd (The funniest man on the screen)



A Lion And Lloyd Would Fascinate Freud (But they're really a riotous team)

HOWARD HUGHES presents  
Preston Sturges' Funniest Hit of All... A DIRECT HIT ON YOUR FUNNYBONE!

3

The Plot Of The Picture's A Popular Fixture (Been a favorite with millions for years)

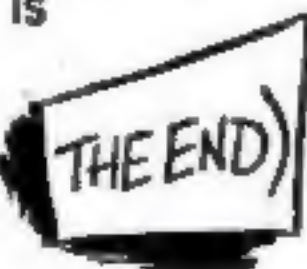
It's All About Sin In This World We Live In (But this one gets laughs and not tears)



4

For Eight Thousand Feet The Joy Is Complete (A film all the folks can attend)

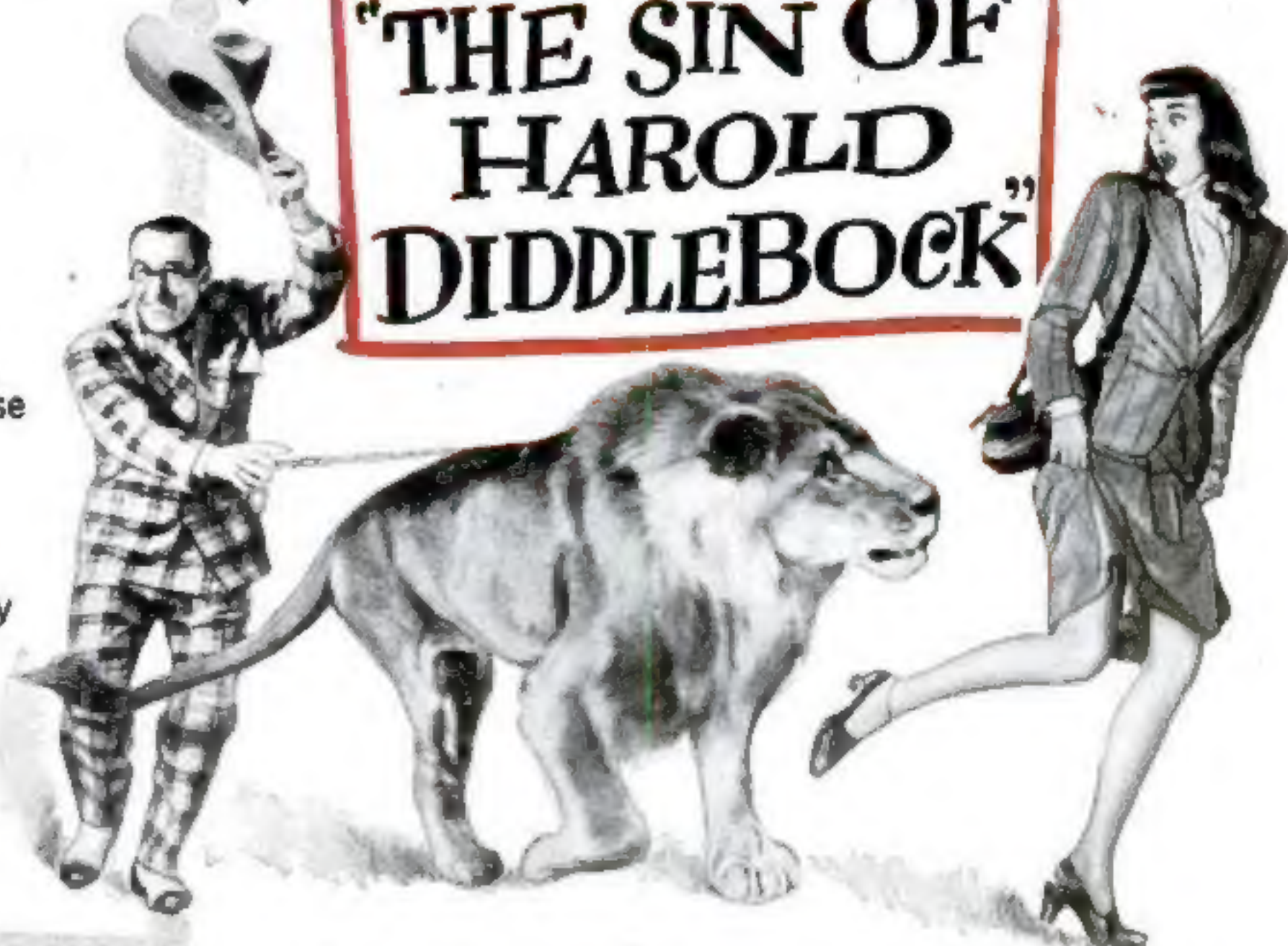
And We Promise No Cryin' At Lloyd And The Lion (Cause the only sad thing is



HA-HA-HAROLD LLOYD

IN

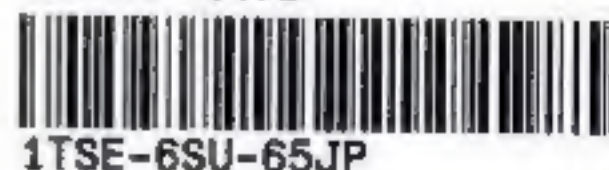
"THE SIN OF HAROLD DIDDLEBOCK"



Written and directed by **PRESTON STURGES**  
Released thru United Artists

with JIMMY CONLIN • RAYMOND WALBURN • RUDY VALLEE • EDGAR KENNEDY  
ARLINE JUDGE • FRANKLIN PANGBORN • LIONEL STANDER  
Also for the first time on any screen a young lady called  
**FRANCES RAMSDEN**

This One



1TSE-6SU-65JP



# Lovely Lady, will you wake up and Scream?



Hey, you, Mrs. Rip Van Winkle—

Come on now, wake up! No girl today needs to get in your shrunk-up situation.

When you buy a cotton dress, ask to see its "Sanforized" label. *Scream* for it, if you have to! But don't let anybody sell you a cotton dress without it!

*When you go shopping, remember...*



1. A smooth-fitting waistline may catch your eye. But wait! Has that pretty cotton got a "Sanforized" label?



2. A dress tagged "Sanforized" can always be trusted to keep the lines that charmed you in the store...to keep them through countless washings.



3. Be smart to stay smart! Be smart—demand a "Sanforized" label on every cotton—whether you're paying \$2 or \$20. Then you'll know the style will never shrink away.

*The style will never shrink away if your dress has a "Sanforized" label!*



"Sanforized"...the checked standard of shrinkage. The "Sanforized" trade-mark is used on compressive pre-shrunk fabrics only when tests for residual shrinkage are regularly checked, through the service of the owner of the trade-mark, to insure maintenance of its established standard by users of the mark. Cluett, Peabody & Co., Inc.





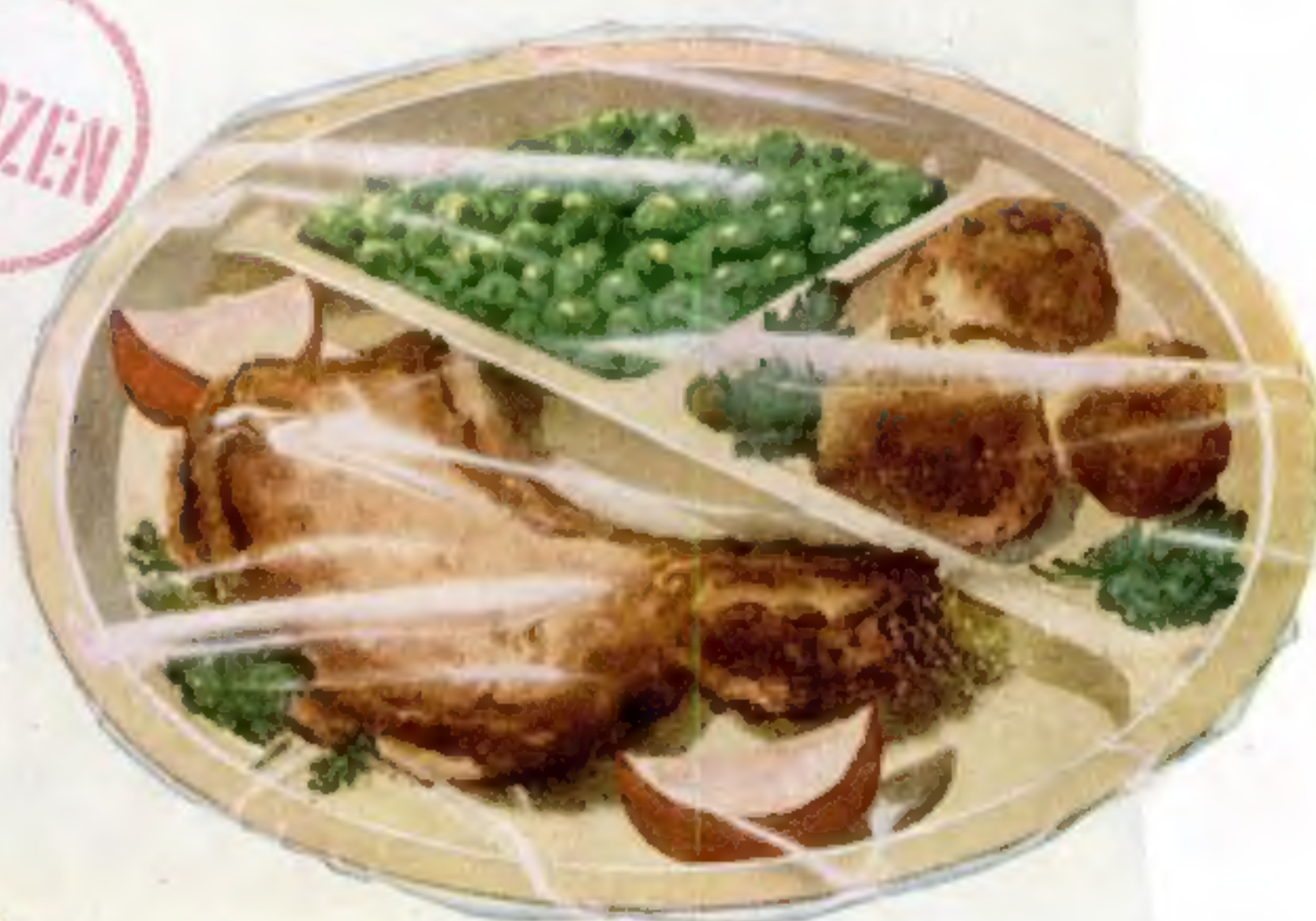
is for Dills



FRESH AS FRESH CAN BE — now you can buy pickles as you need them, a few at a time, sealed in tangy brine — in PLIOFILM. Brine can't leak out nor flavor seep away because PLIOFILM is liquid-tight — the only transparent wrapping that provides three-way protection against air, moisture, liquids. That's why PLIOFILM is the perfect packaging for dills, as well as dates, doughnuts, dewberries and all delicious dainties. If you want the best, pick the brand packaged in PLIOFILM.

and for Dinners

TIME-SAVER FOR BUSY WOMEN — precooked dinners, ready to heat and serve, are the newest miracle of quick freezing in PLIOFILM. Dinners frozen in PLIOFILM keep that fresh-cooked look and taste because PLIOFILM is air moisture-liquid-proof. It seals in juices and flavor, prevents "freezer burn" and dehydration by deep cold. That's why all frozen foods — bought at stores or home-packed — are better sealed in PLIOFILM.



Everything is better in **Plio**film

3-way protection

against air, moisture, liquids

**MEMO TO PACKAGERS AND SHIPPERS:** Identifying your product as being sealed in PLIOFILM tells your customers you have given it the finest moisture protection possible. For information, write: Goodyear, Chemical Products Division, Plioilm Dept., Akron 16, Ohio.

**GOODYEAR**  
THE GREATEST NAME IN RUBBER





# CANNED

**PRE-WAR LEADER RETURNS.** The dog food with millions of friends is back again... meaty-rich tasty Pard made with your dog's complete nutrition uppermost in mind. A zestful treat that will give his appetite a lift he'll remember with pleasure.

And speaking of pleasure, it's not all confined to your dog either—for it's going



# IS BACK!

to be fun for you, too, just putting it in a bowl and watching him wade into it. And when you feed Pard—*no additional meat is ever needed!*

As tin becomes more generally available, more and more Pard will be back in cans, and your dog will find it just as delicious as the superlatively nutritious pre-war Pard. Made by Swift & Company—the guarantee of quality. *Check your dealer now.*

*"PARD MADE A PARD OF MY DOG"*



# LIFE'S REPORTS



INDISPENSABLE IN U.S.S.R. COURTS ARE PICTURES OF STALIN AND LENIN

## U.S.S.R. PEOPLE'S COURT

Its justices, a great many of them women, dispense the Soviet law swiftly and sternly

by CRAIG THOMPSON

In the Soviet Union the court of first jurisdiction is called *Narodny Sud*, or People's Court. This is where Soviet plaintiffs and defendants first face justice. The court administers both the criminal and civil codes and is usually presided over by three judges. Many of these judges are women. Otherwise the atmosphere is not greatly different from that of any local court in the U.S. But as in such courts everywhere they throw a revealing light on how the masses live.

A few days ago I visited the district division of the Moscow People's Court for the Sverdlovsk area of Moscow. The building has two stories and an ornate facade and was apparently once the private residence of a wealthy family. A broad marble staircase, carpeted by a worn scarlet runner, leads by easy flights to the second floor. At the head of the stairs, on a brown pedestal, is a plaster head of Stalin who stares in stern reproof at all who climb toward him.

There are six courts on this floor. I visited Court No. 3 which seemed to be the most crowded. It is a low-ceilinged room, some 15 feet square, dominated by a lithograph of the late President Kalinin. The three judges occupied chairs on each of which was carved the shield of the Russian Republic. The spectators stood six deep before the judges.

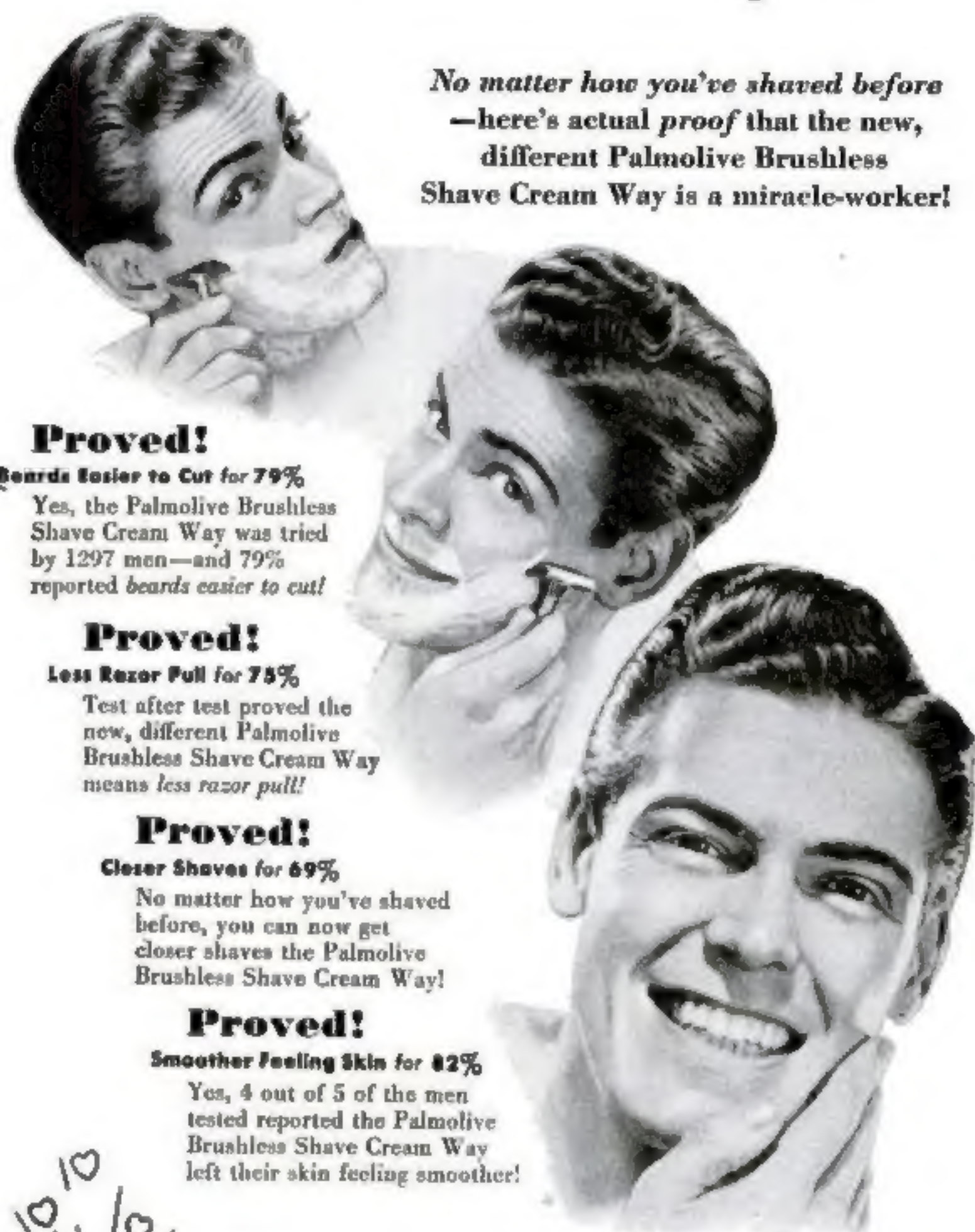
The case in progress concerned a man who had been convicted of stealing 62 copies of the newspaper *Red Star*, worth about 12 rubles or approximately a dollar. The presiding judge was a huge man in a brown sweater under a suit jacket of coarse material which needed pressing. He had a rash on his jowls and had smeared it with white salve. His associates were women, one white-haired with a deeply-lined face, the other a motherly-looking ash-blond of about 40. All three were very stern. The prisoner was by far the best-dressed figure in the room. His blond hair had been freshly cut and his face newly shaved. There was a gasp from the spectators as the presiding judge read out the sentence: one year at hard labor. With a gesture of nonchalance the defendant slapped on his blue serge cap and followed the policeman who guarded him out of the courtroom. He appeared much less stunned than the spectators.

I next listened in on proceedings in Court No. 2. This was an occupancy case, a civil action involving conflicting claims to a room or apartment. For at least two years these cases have constituted between 70% and 90% of all business in the People's Courts and invariably the passions of the litigants are high. This case was no exception. Witnesses (they take no oaths in Soviet courts) jumped uninvited to their feet to interrupt other witnesses with expostulations, denials or recriminations. This time the presiding judge was

CONTINUED ON NEXT PAGE

# PROVED!

## Smoother, More Comfortable Shaves for 3 Men out of Every 4



No matter how you've shaved before  
—here's actual proof that the new,  
different Palmolive Brushless  
Shave Cream Way is a miracle-worker!

### Proved!

Beards Easier to Cut for 79%  
Yes, the Palmolive Brushless  
Shave Cream Way was tried  
by 1297 men—and 79%  
reported beards easier to cut!

### Proved!

Less Razor Pull for 75%  
Test after test proved the  
new, different Palmolive  
Brushless Shave Cream Way  
means less razor pull!

### Proved!

Closer Shaves for 69%  
No matter how you've shaved  
before, you can now get  
closer shaves the Palmolive  
Brushless Shave Cream Way!

### Proved!

Smoother Feeling Skin for 82%  
Yes, 4 out of 5 of the men  
tested reported the Palmolive  
Brushless Shave Cream Way  
left their skin feeling smoother!



## Only PALMOLIVE Brushless Shave Cream Offers You This Proof!

Remember, 1297 men have *proved* the new, different Palmolive Brushless Shave Cream Way gives smoother, more comfortable shaves to 3 men out of every 4 tested!

Yet here's all you do: Wash your face with soap and water! Rinse! Soap face again. Do not rinse! Apply Palmolive Brushless Shave Cream, smoothing it upward into your beard.

This way, you get the full benefit of Palmolive Brushless Shave Cream's beard-conditioning effect! Then, shave!

For the smoothest, most comfortable shave you've ever had, get Palmolive Brushless Shave Cream today, and try this *proved* Way yourself!



Get a Giant Tube  
or Big 9-oz. Jar  
Today!





*This Tag*

REMINDS YOU  
TENDER LEAF  
TEA BALLS ARE

*5 ways better*



BIG PACKAGE  
SAVES YOU MONEY

*ask for it*

**WONDERFUL FLAVOR.** This is famous-for-flavor Tender Leaf Brand Tea.

**SANITARY ENVELOPE.** No hands ever touch this tea ball—not even your own. Each Tender Leaf Tea Ball comes in its individual sanitary envelope.

**LONG STRING.** For convenience and ease in serving.

**HANDY TAG.** It's the handiest possible way to lower the tea ball into your cup—and to lift it out when the tea is made.

**TASTELESS FILTER PAPER.** Clean, crisp, white... it filters your tea crystal-clear as it's being made.



IF YOUR grocer doesn't have this type of Tender Leaf Brand Tea Balls the first time you call for them, please try again. He'll have them soon.

AMERICA'S LARGEST SELLING TEA BALLS

## LIFE'S REPORTS CONTINUED

a small woman in a blue silk dress, with black hair and a sad face. She had magnificent, large black eyes which she used to convey her authority. Her stare could squelch disorder more effectively than most judges can with a gavel.

Persons of a certain importance were involved in the case. Comrade Malchanov, ex-Red Army officer and now an official of the Ministry of Internal Affairs, had lived with his wife and infant daughter in a room at 21 Sadovaya Triumfalnaya (Garden of Triumph). It was a spacious room and Comrade Malchanov was pleased with it. Then in July 1941 he was assigned by the Red Army to a job outside Moscow. Thereafter he made no attempt to pay rent on his old room, as he should have done if he had intended to reclaim it. Now his job was at an end and he had to give up the quarters that went with it. If he could not get his old room back, he would have no place to live.

But two months after Comrade Malchanov had moved out of it Comrade Chebyurov, a demobilized navy officer, ordered to report to Moscow for a job as technical specialist in the Ministry of Iron & Steel, had moved in with his wife and three children. Comrade Chebyurov had no desire to give the room up. He argued that it had been properly assigned him by the Living Space Division of the Moscow Soviet. Where were the papers to prove it? That was the rub. He could produce none, which put him under suspicion of illegal occupancy.

It had taken the better part of two hours to confirm this testimony from witnesses and official records. Four lawyers were involved—an unusual galaxy for the People's Court. The legal issue was this: was Comrade Malchanov entitled to consideration under the decree of 1941, which provided that Red Army officers who gave up their rooms would be entitled to special considerations in reclaiming them? If not, then his case was governed by the decree of 1945, which extended the same privileges to officers of the Ministry of Internal Affairs but had been passed too late to be applicable in this case.

The judges took nearly an hour to reach a decision. From the purely legalistic point of view Solomon would hardly have been able to better it in the circumstances, even though it satisfied nobody except the spectators. Malchanov's claim

*fish THAT'S delish*



**French's  
WORCESTERSHIRE  
SAUCE**  
*gives wonderful flavor*

**For Baked Fish:** Pour off all but 2 tbs. of the drippings from the fish and blend in 1 or 2 tbs. flour. Add slowly 1 cup hot stock or bouillon. Season with 3 tsp. French's Worcestershire Sauce.



TOP-NOTCH QUALITY AT  
*half the price*



**THE** name it pays to remember when you want a good pocket knife.

Blades of finest custom made steel, HAND HONED under oil.

No. 21

Ask your good neighbor, the local hardware or sporting goods dealer. We're doing our best to keep him supplied.



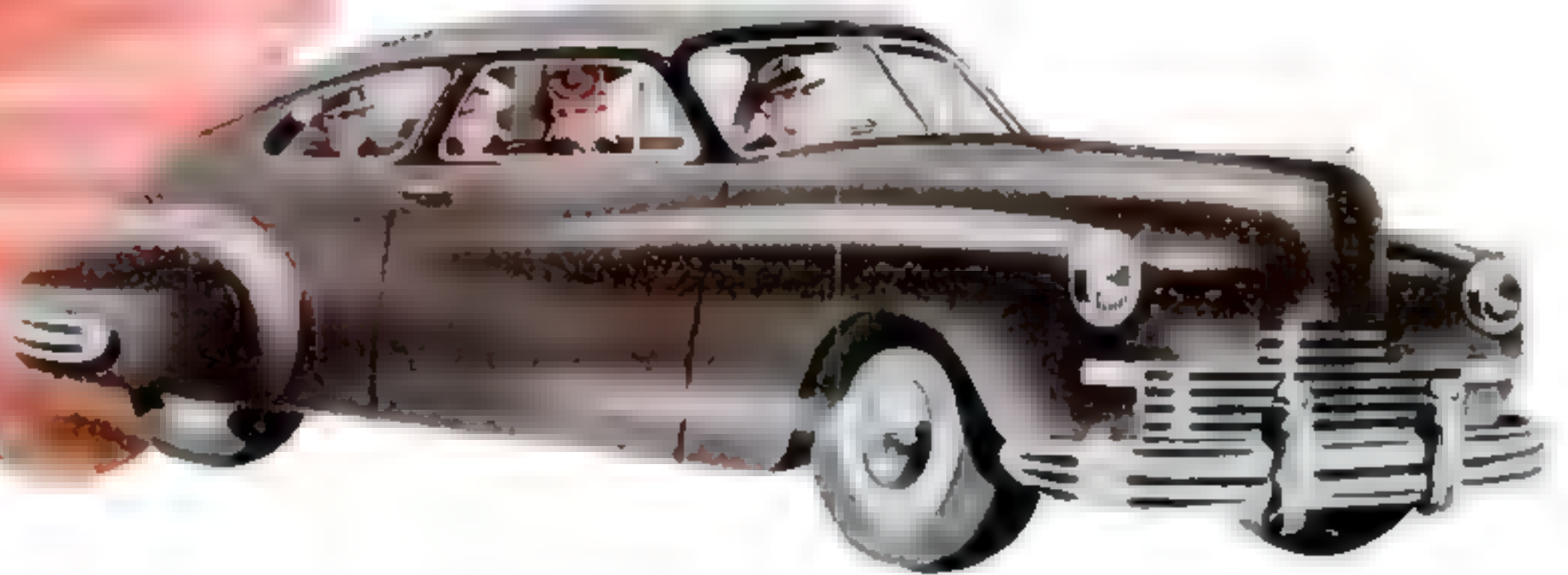
CAMILLUS CUTLERY COMPANY, New York 17, N. Y.  
Established 1876 . . . Factory at Camillus, N. Y.

CONTINUED ON PAGE 10





**Put spring in  
your car...**



**with a TEXACO CHECK-UP**

**WARMER WEATHER COMING!** And the open road beckons! For comfort and safety get your car in tip-top shape now. Be an early bird . . . see your Texaco Dealer for a complete spring check-up. You'll get:



**1 Livelier power** — by changing now to New and Improved Havoline Motor Oil. Made to a new formula it keeps your motor clean as it lubricates. That means more engine power, more gas-miles, more economy.



**2 Cushioned riding** — with longer-lasting Marfak lubrication . . . it stays on the job. Marfak cushions your car against jolts and squeaks for a thousand miles or more . . . protects chassis and wear-points.



**3 Smooth shifting** — give costly gears the full protection of the proper seasonal grade of Texaco transmission and differential lubricants. See your Texaco Dealer today.

**THE TEXAS COMPANY**  
**TEXACO DEALERS IN ALL 48 STATES**



**TUNE IN . . . TEXACO STAR THEATRE EVERY SUNDAY NIGHT. SEE NEWSPAPER FOR TIME AND STATION.**



# Package of Smiles!

Removes surface  
stains from the  
teeth—even  
tobacco stains!



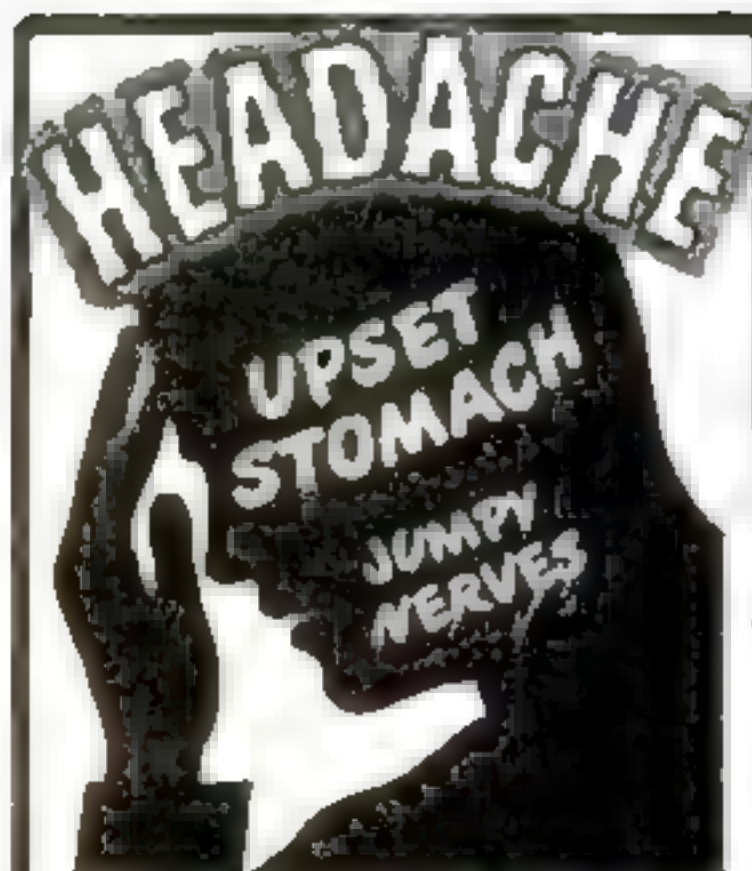
## LIFE'S REPORTS CONTINUED

to the apartment was denied, but the court ordered an investigation into the circumstances under which Chebyurov had obtained occupancy. The spectators filed out, muttering "very wise" or "very fair." Defendant and plaintiff just looked glum.

It was now midafternoon and I went shopping for another kind of case. In a third courtroom the judge, young and pretty, wore a trim, well-tailored suit of good material. Her mouth had a hint of lipstick (none of her sister judges had worn any). Before her sat a ragged little urchin. His face was both furtive and fearful. Every time the door opened it made a slight squeak and he cast his eyes around as if expecting some new misfortune to bear down on him. The evidence had just been finished. The judge, looking down at him, inquired, "And what do you say for yourself?" Miserably, he answered, "I won't do it again." She then announced that there would be a few minutes' pause while she prepared the sentence. I had no idea what this boy's crime was but decided to stay. The door creaked slightly again and another spectator from the occupancy case slipped into the seat by mine. He looked around the room. Then he said, "Very good. I would like to have a room like this to live in. I would fix it up beautiful." He fell silent while I watched his eyes hungrily pursuing the alabaster cherubins on the ceiling.

After about 10 minutes the judge came back and, standing at the corner of the bench, read from a long sheet of paper. I learned that the boy was a locksmith at a Moscow brake plant, who had been charged and convicted for the third time of absenteeism. The court now ruled that this time he must be deprived of one quarter of his pay for the period of nine months. The boy mumbled something too low for anyone to hear. He stood up to go. At this point the door creaked and an old woman, apparently a building employe, stuck her head in. She asked, "Do you want lights?" As usual the boy had jerked his head around and the pretty judge had seen the movement—purely animal in its quickness and fear, purely human in the furtive return of his head and eyes. Whatever the judge thought, she merely shook her head negatively at the old woman. The boy put a battered cap on his head and drifted toward the door.

I put on my hat and left too. I had seen enough.



For three-way relief from headache, upset stomach and jumpy nerves... take Bromo-Seltzer right away. Because Bromo-Seltzer is famous for fighting ordinary headaches these three ways:

1. Relieves pain of headache
2. Relieves discomfort of upset stomach
3. Quiesc jumpy nerves

—all of which may team up to cause trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with a split-second action... ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore, fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.



For FAST headache help  
**BROMO-SELTZER**

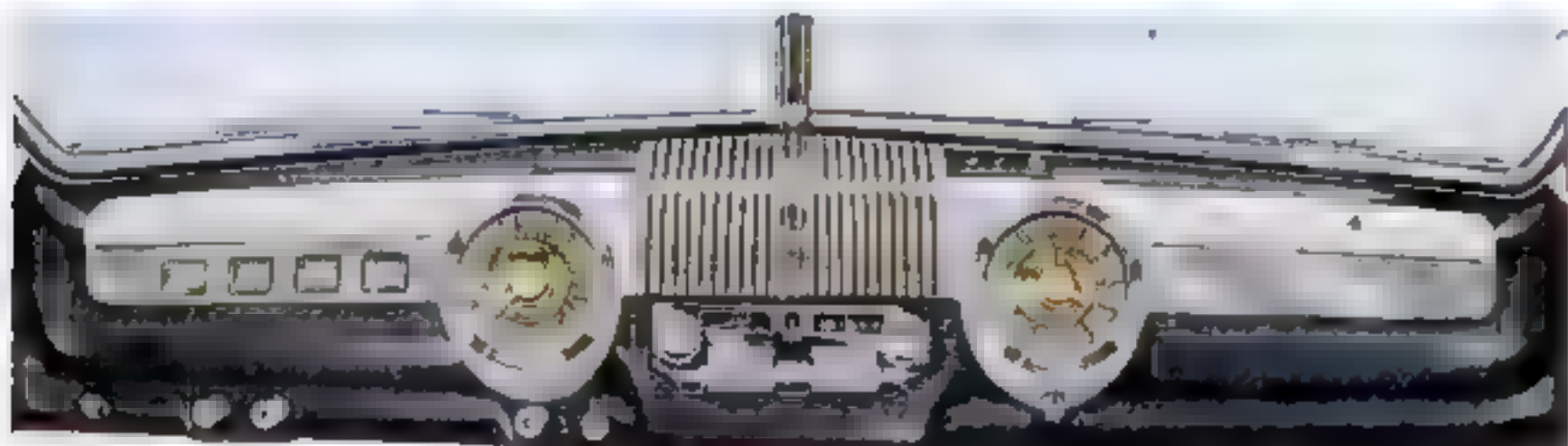
A PRODUCT OF FREEMAN DRUG COMPANY SINCE 1897



# Ford's Finer in '47!



**Spring's smartest styling...inside and out!**



Any way you look at it, today's Ford is by far the smartest car in the low-priced field. One look and you know it's got style . . . from stem to stern . . . inside and out!



With all these new style features . . . A newly styled instrument panel with big new dials for easy reading . . . new body colors . . . new front-end appearance . . . new stainless steel body molding . . . new hood medallion . . . newly fashioned door handles . . . new wheel rims and hub caps . . . new heavier bumper guards—And many other new features!

Listen to the Ford Show starring Dinah Shore on Columbia Network stations Wed. evenings.

There's a **FINER** Ford in your future



# Be Glamorous TODAY

## ...lovelier tomorrow



**FASHION FORECAST**  
for the future. Streetwear  
costume as conceived  
by Renie of RKO-Radio..  
**BEAUTY FORECAST** for  
"Pan-Cake" users:  
"A lovelier tomorrow."

*Loretta Young*  
in

**"THE FARMER'S  
DAUGHTER"**

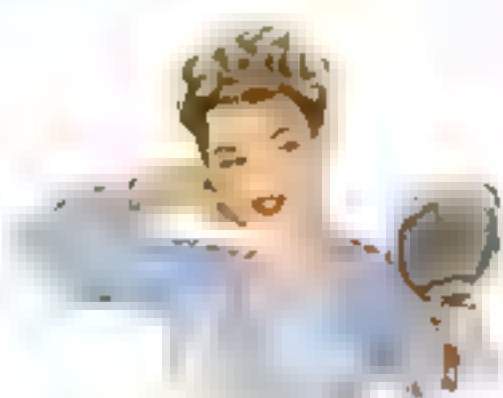
An RKO-Radio Production



A "Pan-Cake" make-up takes just a few seconds;  
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"Pan-Cake" helps hide tiny complexion faults;  
the exclusive formula guards against drying



"Pan-Cake" creates a lovely new complexion;  
it gives the skin a softer, smoother, younger look



Color Harmony Make-Up...  
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\*Pan-Cake... Trade Mark Reg. U. S. Pat. Off.

Look to your own loveliness in the future, too. Protect your beauty with  
"Pan-Cake" against the sun and wind of today which often bring  
the drying, aging signs of tomorrow. And add a new thrilling glamour  
and charm to your looks...right now...in just a few seconds...with  
"Pan-Cake", the original creation of *Max Factor Hollywood*. Be glamorous  
today...lovelier tomorrow...with "Pan-Cake"

## PAN-CAKE\* MAKE-UP

AN EXCLUSIVE FORMULA PROTECTED BY U.S. PAT. NOS. 2034497-2101843

ORIGINATED BY *Max Factor • Hollywood*



## What do you think?

"I found a wonderful new cleaner! It's grand for dishes!"

says Mrs. O. J. Dostilio of Keene, N. H.



"No more scraping or scouring of dishes, pots and pans! 'ETHYL' Cleaner suds just float away heaviest grease."

"You found? I found 'ETHYL' Cleaner's fluffy suds fine for washing delicate fabrics!"

says Mrs. Helen Vane of Camden, N. J.



"Quick and gentle 'ETHYL' Cleaner keeps my nice things—silks, nylons and rayons—fresh looking." Kind to hands.

"You're both right! And 'ETHYL' Cleaner scores for washing cars, too!"

says Mr. Norman Steve of Battle Creek, Mich.

"'ETHYL' Cleaner washes all parts of the car—like magic! Economical, too. Just a little—plus water—does the trick. Try it!"

SEE IF YOU AGREE...

New "ETHYL" Cleaner is tops for so many things!

WINDOWS and MIRRORS  
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Exercise puts new life in a man...  
and in his looks. Just as the Vitalis  
"60-Second Workout" puts life in the  
looks of your hair. Got a minute? You  
can have hair that looks alive, vital.  
And be a handsomer guy than you  
were a minute ago! Just...



Give **life** to the looks of your hair...



50 seconds to massage Vitalis on  
your scalp. Feel that stimulating tin-  
gle as you rout loose dandruff, pre-  
vent dryness, help retard excessive  
falling hair. See how Vitalis' pure  
vegetable oils give your hair new,  
natural lustre. Now, 10 seconds to  
comb. Could your mirror make you  
happier?

with the **Vitalis** "60-Second Workout"

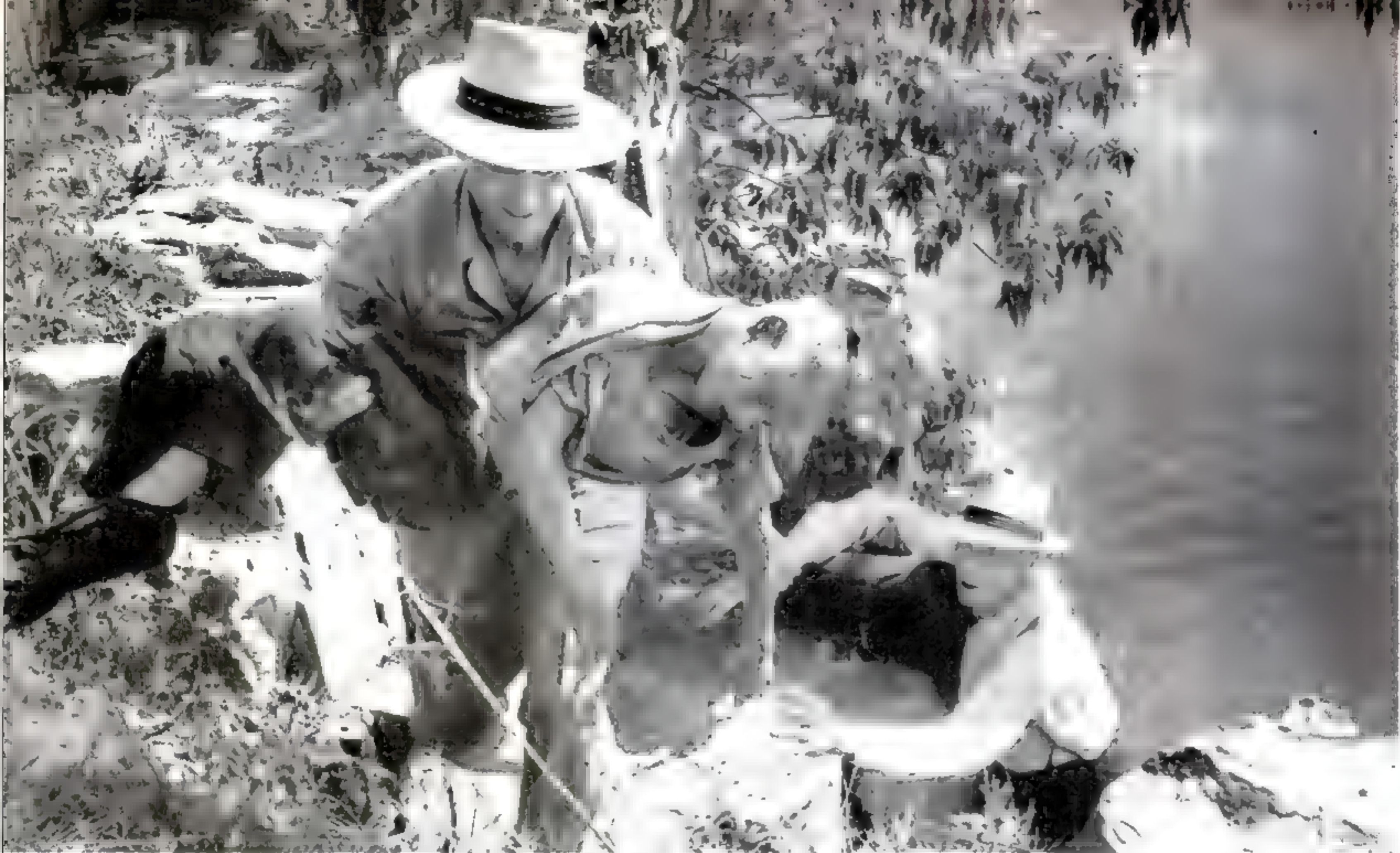


Go-getters and guys with vital-looking hair are likely to  
be the same people. They find that a vital, alive look works  
for them... opens doors... gets girls. If you would get to go  
places, get there faster with handsome hair... via the Vitalis  
"60-Second Workout."



Product of Bristol-Myers





PICTURE OF DROWNED BOY BEING CARRIED FROM SOUTH DAKOTA QUARRY WON PHOTOGRAPHER HERBERT QUALSET A FIRST PRIZE

## ***SPEAKING OF PICTURES...***

### ***... SAFETY COUNCIL PICKS BEST ACCIDENT PHOTOGRAPHS***

On March 27 the National Safety Council announced the 1916 winners in its melancholy annual photographic contest. The grand award, for a chilling traffic-accident picture called *Mother and Child* (opposite page, bottom left), went to Wallace Kammann of the Minneapolis *Star-Journal*. Close

behind Kammann's entry came the other gloomy prize winners on these pages which, the council hopes, will help prevent similar accidents in 1917.

Almost all the pictures were taken by news photographers running a few steps behind fate. Herbert Schwartz of the New York *Sun*, however, man-

aged to beat fate to the punch or, in this case, the bite. Schwartz started to make a routine photograph of a seaman who had brought home a pet ocelot. But the ocelot unexpectedly clamped the seaman's nose (opposite page, top), thereby provided Schwartz with a picture of an accident actually happening.



**BLAZING DAIRY BARNS** near Dayton, Ohio, ignited by spontaneous combustion, got first prize in farm division for Photographer Homer Hacker of the Dayton *Daily News*.



**CRUSHED TRUCK DRIVER**, pinned in his cab for more than an hour after crash, won second prize in the traffic division for Kansas City, Mo. *Star's* Joseph Wellington.





**ILL-TEMPERED OCELOT AND ANGUISHED MERCHANT SEAMAN WON THIRD PRIZE IN THE CONTEST'S HOME AND RECREATION DIVISION**



**'MOTHER AND CHILD,'** showing mother identifying body of her daughter after the child had been run over by two automobiles, was the contest's grand-award winner.



**SCALDED BABY,** who was severely injured when kettle of boiling water tipped over on him, took first prize in child division for Jack Shackelford of the Indianapolis Star.



"There's a trick up my frilly sleeve!"



1.  
Yap, I'm working my famous system again. Getting Joe in just the right mood before I break the news about (1) a certain pink hat, and (2) some luscious Cannon Percale Sheets I seem to have bought, today!



2.  
Dressed in my dreamiest, I'll serve up Joe's favorite chicken pie. Then, when he's relaxing over coffee, I'll purr, "Dear, I saw the most beautiful Cannon Percale Sheets down town! Just as so-oft as moonlight and petals, and just what we need!"



3.  
Quickly, I'll smooth away Joe's budget frown. "And guess!" I'll rush on. "The lovely things cost just a little more than best-grade muslin sheets! Isn't it simply too wonderful that we can afford Cannon Percales? Won't we be luxurious?"



4.  
"I try so-o hard to be a good housekeeper," I'll go on. "And Cannon Percale Sheets are so fine and light weight that bedmaking and washdays will be easier for me!" With that, I'll produce my prizes. And if I know Joe, he'll agree that such a smart wife *deserves* a new hat!



## Cannon Percale Sheets

Cannon Towels • Stockings • Blankets ★ CANNON MILLS, INC., NEW YORK 13, N. Y.  
Copy. 1947, Cannon Mills, Inc.

P. S. Another real Cannon value: Cannon Muslin Sheets. Woven of sturdy American cotton; well-made, long-wearing!





**SPEAKING OF PICTURES**  
CONTINUED

**WHAT NOT TO DO**



**MISHANDLED GUNS**, by Photographer James Hubley of York, Pa. *Gazette and Daily*, received a Safety Council award for stressing accident prevention.



**PLAYING NEAR CAR**, this youngster has excellent chance of being killed when car moves. Picture was made by Robert Doty of Dayton *Journal-Herald*.



**STREET GAME**, a dangerous pastime, was shot from top of a moving automobile by Photographer Joseph Wlodkowski of the New Britain, Conn. *Herald*.



# FLORSHEIM SHOES

Consistently high quality means lower cost through longer wear



THE FLORSHEIM SHOE COMPANY • CHICAGO • MAKERS OF FINE SHOES FOR MEN AND WOMEN



# *Eliminated!* 90% of

## GOODBYE TO YOUR 4 BIGGEST BOTHERS !

1

### *Ends Nuisance No.1 like this...*

In a recent survey 86% said that time consumed in getting a clean shave is Nuisance No. 1. Nationwide Shavathons have proved EVERSHARP Schick Injector Razor is at least 50% faster. Gives you clean, smooth, shaves—in half the time!



2

### *Ends Nuisance No.2 like this...*

66% of the men interviewed find cuts and skin irritation caused by shaving another big nuisance. Eversharp gives you a more comfortable shave. Patented guard bar holds each tiny hair erect. Whiskers come off easily, smoothly without "pulling".



3

### *Ends Nuisance No.3 like this...*

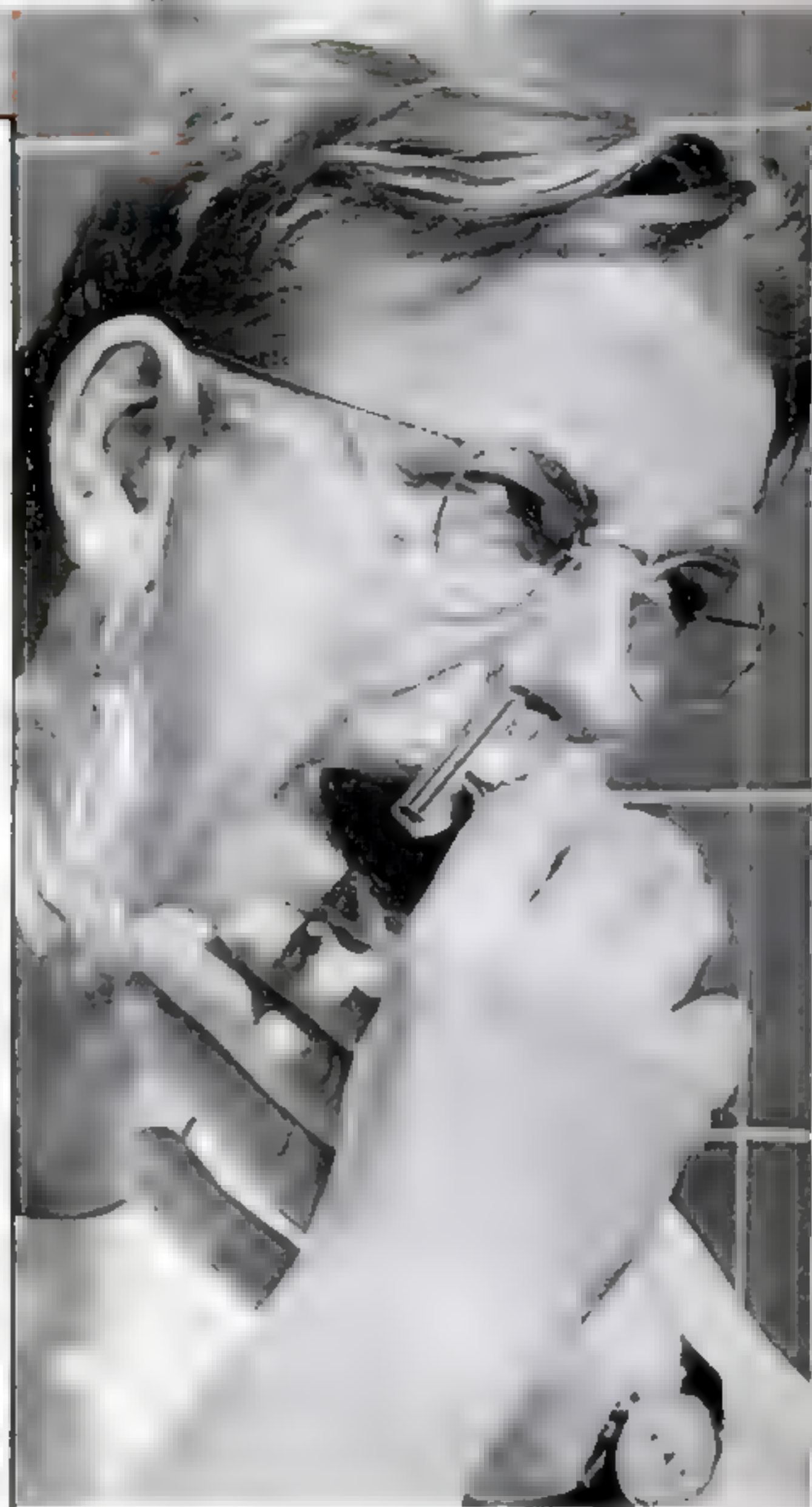
Cleaning their razor is a time-wasting bother to 28% of the men we talked to. Another nuisance eliminated by Eversharp. It's the world's easiest razor to clean. Nothing to take apart or put together—just rinse under faucet, shake and put away.



4

### *Ends Nuisance No.4 like this...*

16% rate "unwrapping of blades" as another big shaving-nuisance! Eversharp ends this annoyance—forever. Nothing to unwrap. Automatic Repeater changes blades instantly. Just push, pull—click—click! A keen new blade is instantly locked in place.



**50% FASTER . . . 100% SAFER  
. . . 200% CLEANER**

**You get an easier,  
safer, cleaner shave—  
in half the time!**

# **EVERSHARP** **SCHICK** **INJECTOR**



# Shaving Nuisance!

**EVERSHARP**  
gets at those hard-to-  
shave spots easily!  
CUTS YOUR SHAVING  
TIME IN HALF



It's amazing how much faster you get a clean, close shave with Eversharp. Nothing to assemble. No blades to unwrap. Automatic Repeater changes blades instantly—push, pull... click, click... you're all set to shave.

Keener-than-ever-Eversharp blades are *always* locked in correct shaving position. Tough whiskers come off close and clean... without skin irritation. Close, no-nick shaving under nose and around lips is easy. It's the world's easiest razor to clean—just rinse under faucet, shake, put away.

# RAZOR

© 1937, Eversharp, Inc.

Razor ... \$1.00  
20 Blades .75  
TOTAL \$1.75

**SPECIAL**  
**\$1.25** WITH 20  
BLADES

Push! Pull -  
Click! Click!  
Blade changes  
automatically.





**"Glad you didn't see my  
floor twenty minutes ago!"**



**Take the work out of housework  
with TAVERN WAX**



**USE THROUGHOUT  
THE HOUSE** on linoleum, rubber, asphalt tile, wood floors.



**NO RUBBING**—dries in 20 minutes to a rich, long-lasting luster.



**HIGHER GLOSS** due to the addition of a new high luster ingredient in the formula.



**LESS SLIPPERY**—a special resin protects against slipperiness.



**ONLY LIGHT MOP-  
PING** needed to take up fluids and grease without damage to floor.



**WATER RESISTANT**—bathroom, kitchen and hallway floors are easy to keep clean.



**EXTENDS LIFE OF  
FLOOR**—tough wax film protects all types of floors against wear.



**PROTECTS NATURAL  
COLOR**—will prolong life of original color and beauty of floor.

**Developed by the Famous Socony-Vacuum Laboratories—**



**TAVERN  
WAX**

**FOR MOST DURABLE** kind of all wax protection use Tavern Paste or Liquid Wax. Easy to polish, cleans as it waxes. Particularly recommended to beautify and protect wood floors and furniture, painted, varnished or enameled surfaces. At leading stores Coast to Coast.



## LETTERS TO THE EDITORS

### COMMUNIST FOE

Sirs:

The inclusion of Sam Wolchok in a list devoted to the Communist "infiltration corps" in the C.I.O. ("Labor's Communists Come under Fire,"



LIFE, March 24) does great injustice to a man who has been one of the C.I.O.'s most consistent and courageous enemies of Communism.

LIFE should have shown the faces of the C.I.O. leaders who are fighting the Communists. In any such list Sam Wolchok would occupy a prominent and honorable place. If he is a Communist or is playing along with them, then so am I.

ARTHUR M. SCHLESINGER JR.  
Chevy Chase, Md.

● LIFE deeply regrets its inclusion of Mr. Wolchok in its story on Communism in U.S. labor. While LIFE did not call Mr. Wolchok a pro-Communist, it placed him in a category labeled "These opportunists play along with Reds." Further investigation reveals that, on the contrary, Mr. Wolchok has been an ardent opponent of Communist influence in his own union, the Retail, Wholesale Department Store Union, and in the C.I.O. generally.—ED.

### THE FAMILY

Sirs:

The thought-provoking editorial on the Family (LIFE, March 24) relates to a matter which, in many aspects, lies somewhat beyond the accepted scope of direct governmental influence. Yet, as you say, governments can help to maintain the family system by removing—or attempting to remove—the economic instability which threatens it. In this respect I think that New Zealand has done much, for she has sought to create conditions conducive to health, well-being and freedom from economic uncertainties, and to develop a way of life in which family anxieties may be less burdensome.

Some of the steps which already have been taken are:

1. A universal family allowance of 10 shillings, about \$4 at present price levels, per week to mothers for each child under 16.

2. A national housing scheme which aims to provide comfortable homes at reasonable rentals to people in the middle and lower income groups. The state also provides low-interest loans to those who wish to build their own homes.

3. A social security scheme which includes unemployment compensation, invalid benefits, and free medical and



*Truly*

## TOPS FOR YOUR TROUSERS

An original "PARIS"\* design—saddle leather permanently formed and bench made into a superlative belt. Here is the ultimate in the skilled leather workers' art—a fine belt—smart in style—long wearing in quality. "Paris" belts are on sale at better men's stores everywhere.

• The "Paris" belt illustrated Half Round Saddle Leather 1"—\$2.50.

\*Reg. U. S. Pat. Off. A product of A. Stein & Co., Chicago  
**PARIS BELTS • GARTERS • SUSPENDERS**

CONTINUED ON PAGE 23



**TOP SCORER WITH THE FAMILY!**

# "fresh up" WITH Seven-Up!



**FIND YOUR FUN AT HOME  
BE A "FRESH UP" FAMILY!**

Crystal-clear 7-Up *always* matches the merry mood of happy home life. That's because 7-Up is a real "fresh up" . . . so clean tasting, sparkling and friendly, it tempts every age.

Be a "fresh up" family. Join the millions of American families who are "7-Up Steadies". They have discovered that cheerful 7-Up takes a regular part in their family fun. Order wherever you see those eye-catching 7-Up signs.



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**YOU LIKE IT...IT LIKES YOU!**



# Happiest breakfast in town!

*it's tasty—it's tempting—it's wholesome whole wheat!*



WITH STRAWBERRY JAM and top milk, Nabisco Shredded Wheat is a breakfast you can build a good day on. Real, hearty nourishment that stays by you 'til lunch. As good for you as a bowl of "cooked cereal" without the bother. For the happiest breakfast in town get Nabisco Shredded Wheat—the original Niagara Falls product.

WAKE UP to this beaming-bright breakfast of Nabisco Shredded Wheat—crumbled, then topped with bananas, sugar and cream. Revel in the fresh, happy flavor of this natural cereal—the taste-true deliciousness of whole wheat. Here's a flavor so honest you can enjoy it every morning. For Nabisco Shredded Wheat is your basic cereal—an indispensable as bread! Serve it hot or cold...with any fruit...with jam or syrup. Its flavor is right with everything!

*Delicious, ready to  
serve...yet as nourishing  
as a hot cereal*





F. W. FITCH, Founder  
The F. W. Fitch Company

**MEN!**

my shave creams  
contain special  
**SKIN CONDITIONER**

Developed especially for super-sensitive faces . . . **SKIN CONDITIONER** brings "solid-comfort" shaves to men who've "tried everything."

Get Fitch's NO BRUSH and get set for easy, close shaves, even with cold, hard water! Fitch's cools sensitive skin as soon as applied . . . holds whiskers UP until your razor mows 'em down! Leaves your face feeling soft, frosty-cool for hours. So men, for solid comfort shaves, **SWITCH TO FITCH! BRUSH USERS**—use Fitch's Brush Cream.

BE "SMILE HAPPY" after shaving by using Fitch's Skin Pep AFTER-SHAVE LOTION. Tingling, cooling and antiseptic. He-man scent.

Large Tube 40c

**Fitch's**  
NO BRUSH SHAVING CREAM

**STOP**

**GOO**

NO GOO CAN PASS HESSON GUARD  
IT'S CUSHION SEALED

**\$1**

**HANDKERCHIEF TEST**

PROVES VITAL ZONE SPOTLESS AND FREE FROM "GOO"—no matter how often you smoke it!

Wm. DEMUTH & CO., Inc., N.Y. 22

**MILANO**  
WITH HESSON GUARD

## LETTERS TO THE EDITORS

CONTINUED

hospital care for all. Dental treatments also are free to children of pre-school age and school age, and soon will be available up to the age of 19.

4. Minimum wage scales weighted in favor of the married man and vacations with pay for all workers.

5. Annual grants to the Royal Society for the Health of Women and Children, a voluntary organization primarily responsible for New Zealand's low infant mortality rate (31.37 per 1,000).

The society maintains hospitals for babies, trains maternity nurses, provides prenatal and postnatal care to mothers, and offers free clinical care to children under school age.

6. A state Home Aid Service which provides trained assistants to take complete charge in a home where the mother is ill, and if the householder is unable to pay, the state will absorb part or all of the cost.

New Zealand intends that no matter what other vicissitudes of life may imperil the structure of the modern family, fear of unemployment, sickness or want, shall not do so.

ROGER HAWTHORNE  
Information Officer

New Zealand Legation  
Washington, D.C.

Sirs:

For those of us who married during the war, the longing for security and quiet, peaceful living had been the goal. Because of the fear and uncertainty the war years held, our most cherished dream was of a home, children and the blessed "dull" routine of everyday living, which ordinarily would hold little charm for us in our early 20s.

Well, peace has arrived. But where is the security? Where is the home? Where are the children? The plans of the great majority of us are still in a vaporous state and are held there securely by a dollar sign! How many of us are slowly draining our savings accounts to pay for the necessities of living—rent, food, clothing? How many are living with parents in overcrowded households or in one room or in an apartment, the rent of which they can ill afford?

There are those of us who feel that the most important contribution an individual can make to his society is to bring up his children to emotional security and intellectual awareness of the importance of active participation in helping to build a better world. But it seems we are defeated before we begin.

It all adds up to the fact that in our modern civilization it takes a good deal more than moral integrity to check our declining birth rate.

KATHERINE DOUGHERTY  
Syracuse, N.Y.

Sirs:

As a hardened veteran of a 20-year marriage I venture to offer a suggestion to prospective brides and grooms. It is simply this: be married in a church. Take my own case. When the little woman trumps my ace or commits another heinous crime common to middle-aged couples, I am ready to commit instant murder. But she disarms me completely with a significant glance toward our wedding picture which, like a guardian angel, beams at me from its silver frame. Then the nostalgic memory of the wedding march, of my proud parents, of her dubious ditto comes back to me and I

IT HAPPENS WITHIN

# TWO SECONDS

Within two seconds, each giant drive wheel of a locomotive running at high speed makes more than 11 complete revolutions!



Test shows how fast Bayer Aspirin acts in your stomach!



And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring

## FAST PAIN RELIEF



When an ordinary headache, neuritic or neuralgic pain is making you miserable, use Bayer Aspirin for fast relief.

As millions know from experience, Bayer Aspirin is one thing that really works quickly . . . actually starts to go to work in two seconds! And the reason for this amazing speed is that when Bayer Aspirin is made, three important steps are taken . . . not just one.

In addition, Bayer Aspirin's single active ingredient is so remarkably effective doctors regularly prescribe it for pain relief . . . is so wonderfully gentle to the system mothers give it even to small children on their doctors' advice.

So use Bayer Aspirin . . . with confidence! Don't forget — of all pain relievers, none can match its record of use by millions of normal people . . . without ill effect! Ask for Bayer Aspirin.

Always ask for  
genuine

# BAYER ASPIRIN

CONTINUED ON PAGE 24





**All pipes aren't Briar!**



**All adhesive bandages  
aren't BAND-AID\***

BAND-AID IS MADE ONLY BY **Johnson & Johnson**



**AND ONLY BAND-AID  
GIVES YOU  
JOHNSON & JOHNSON  
QUALITY!**

Any tiny cut or blister can become infected. Never take a chance!

Cleanse the hurt properly. Then put on a BAND-AID Adhesive Bandage. It comes to you sterile; keeps out dirt; helps prevent infection, avoid irritation.

3 out of 4 families use BAND-AID Adhesive Bandages. Four times as many doctors recommend BAND-AID as any other adhesive bandage.

Keep one box at home—one at work.

\*BAND-AID is the registered trade-mark of Johnson & Johnson for its adhesive bandage.

## LETTERS TO THE EDITORS

CONTINUED

subside to my normal routine of quiet desperation.

But I don't run out and get a divorce!

CHARLES HOBAN

Philadelphia, Pa.

### TRAPPED DEER

Sirs:

I thought you would be interested to know that the deer trapped in the employment office ("Impatient Deer," LIFE, March 24) was found a week later critically injured and it was necessary for a policeman to put her out of her misery. She was to have given birth to twin fawns sometime in June.

NANCY WILDES

Uuca, N.Y.

### LIVELY LATIN

Sirs:

... Tut, tut, Mr. Jensen. You are chanting a dirge over a very lively corpse ("Dead Language Shows Signs of Life," LIFE, March 24). Far from viewing the future with *animis dejectis*, most adult Latin scholars of today are rejoicing over a very perceptible trend toward the return of classicism. For example, modern English examination procedures reflect a new interest in intensive knowledge of syntax and the acquisition of an extensive vocabulary. Latin is still unsurpassed as an efficient tool in the attainment of both these objectives. Other factors being equal, the English pupil with a Latin background always surpasses his less fortunate brother. I know. I teach both subjects in Mephram High School. ...

DONALD F. THOMPSON

Mephram High School  
Belmore, N.Y.

• *Lingua Latina forecat!*—JENSEN.

Sirs:

I am wondering just how glad Mr. Jensen is about the Latin he has learned. ...

Ballantine Beer might sell a bottle or two according to Mr. Jensen's formula, but *salubritas* would be a much better word than *santitas*, which really means cleanliness.

Ivory Soap does not flow, it floats. Therefore their ads should read "natat" ...

Pepsi-Cola doesn't touch the spot, it hits it. Therefore, "*Locum ferit*." ...

"*Sub aqua scribit*" is what Mr. Jensen should have said for Reynolds Pens (or did he purposely put his verb in the past tense?). ...

ANDREAS F. LOWENFELD

New York, N.Y.

Sirs:

The Latin conversation for the banquet in "Life Goes to a Roman Banquet" (LIFE, March 24) as it flows to the blackboard from the fair fingertips of the very personable *arbiter loquendi* is not, I take it, to be considered a sample of the Oyster Bay High School's Latinity. Or is it?

After all, Roman banqueters were sometimes literate, and there was such a thing as grammar even in Latin table-talk. The blackboard briefing of the prospective celebrants is *sermo porcinus porcus porcinus*! Maybe it is purposely so. Still, if one must use pig Latin, why not make a thoroughgoing job of it?

MORGAN BARNES

Grove City, Pa.



*Let your feet relax in*

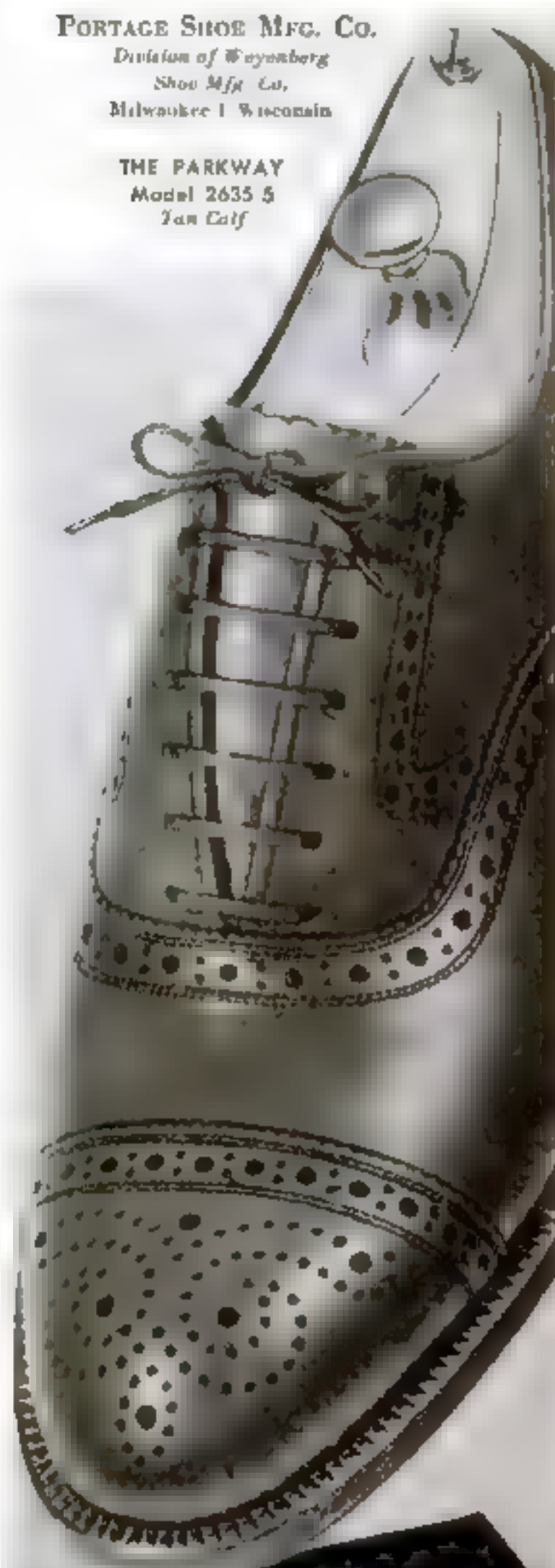
## PORTO-PED COMFORT

Treat your feet to the luxurious comfort of Porto-Ped's resilient air cushion and flexible Arch Lift. Treat yourself to the eye-appealing style that makes Porto-Ped Shoes so distinctively smart.

PORTAGE SHOE MFG. CO.

Division of Weyenberg  
Shoe Mfg. Co.,  
Milwaukee 1 Wisconsin

THE PARKWAY  
Model 2635 S  
Tan Calf



PORTO-PED Air Cushion

★ Yields with every step  
★ Absorbs shocks, josts  
★ Keeps you foot fresh

CONTINUED ON PAGE 28



It's Johnny Mint . . .



that flower-fresh taste in

Squibb Dental Cream.

You clean your teeth safely,  
effectively.

. . . Brush with the Squibb



Angle Toothbrush—

bent like a dentist's

mirror to reach more

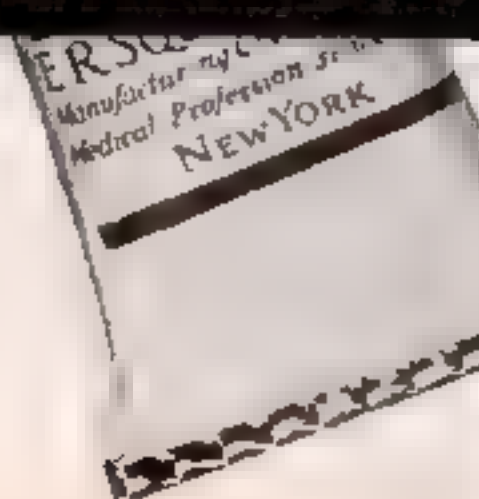
places—and you make

a good job better



*Companions in Cleanliness*

**SQUIBB DENTAL CREAM**  
**SQUIBB ANGLE TOOTHBRUSH**



# Every day seems brighter

*with your mouth clean  
and your smile*



The clean, fresh minty taste of Squibb Dental Cream lingers pleasantly in your mouth. And your mirror will tell you what well-cared-for teeth can do for your appearance.

And better cleaning is easier with the properly shaped brush. Bent like a dentist's mirror to reach more places, the Squibb Angle Toothbrush finds those hard-to-get-at spots.

Together they're companions in cleanliness . . .

## SQUIBB

*A name you can trust*



"EXCITEMENT ENOUGH TO OVERSUPPLY ANY DOZEN MERELY 'GOOD' PICTURES, AN OUTSTANDING ACHIEVEMENT!"

—TIME magazine

**THIS IS IT!**  
...the most  
exciting  
motion  
picture  
ever  
made!

J. ARTHUR RANK presents  
**JAMES MASON**  
in Carol Reed's PRODUCTION  
**"ODD MAN OUT"**  
an adventure in unbearable suspense!

with  
**Robert NEWTON**

Cyril Cusack • F. J. McCormick • William Hartnell • Fay Compton  
Denis O'Don • W. G. Fay • Elyse Breck-Jones • Maureen Delany • Robert Beatty • AND INTRODUCING KATHLEEN RYAN  
A TWO-CITIES FILM • Produced and Directed by CAROL REED  
Story by F. L. Green • Screenplay by Robert Sherriff and R. L. Green  
Released through UNIVERSAL-INTERNATIONAL

Based on TODAY'S best selling  
novel by F. L. GREEN

## LETTERS TO THE EDITORS

CONTINUED

Sirs:

You've forgotten:  
"In terra,  
In caelo,  
In mari!  
Woop, woop, woop. . ."

A. R. GRUBER

Pittsburgh, Pa.

### THE HUXLEYS

Sirs:

In "The Huxley Brothers" (LIFE, March 24) you committed a beautiful non sequitur. You called Julian "an atheist" and a "materialist, denying the need for religion or God."

It is true that he denies the need for God, but your assertion that he denies the need for religion is untrue and is evidently based on the fallacy that one must believe in God to have a religion. Any student of comparative religion knows that there have been and are many nontheistic religions. Now just as his grandfather Thomas coined the word "agnostic" in preference to "atheist" (a word which is more an epithet than a designation), so Julian is apt to use the word "humanist," and humanism is a religion—a nontheistic religion. . . .

Julian Huxley's *Man Stands Alone* makes his point even more definite: "Religion, to continue as an element of first-rate importance in the life of the community, must drop the idea of God, or at least relegate it to a subordinate position. . . . God is simply fading away, as the Devil has faded before him. . . . However—and this is vital—the fading of God does not mean the end of religion. . . . It means the shouldering by man of ultimate responsibilities which he had previously pushed off on to God. . . ."

DR. CHARLES FRANCIS POTTER  
Founder and Leader

First Humanist Society  
of New York, Inc.  
New York, N.Y.

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SIRS:

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JOHN OLIVER

SAN FRANCISCO, CALIF.

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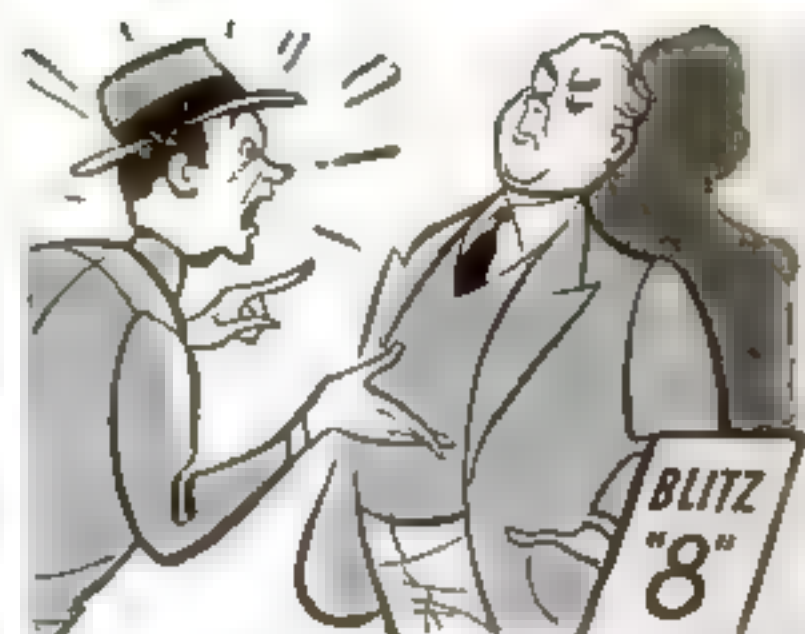
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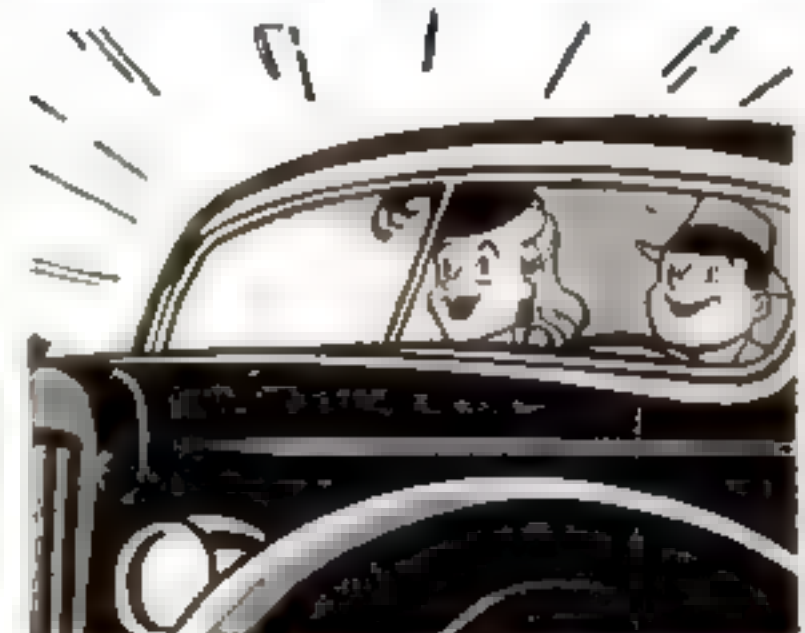
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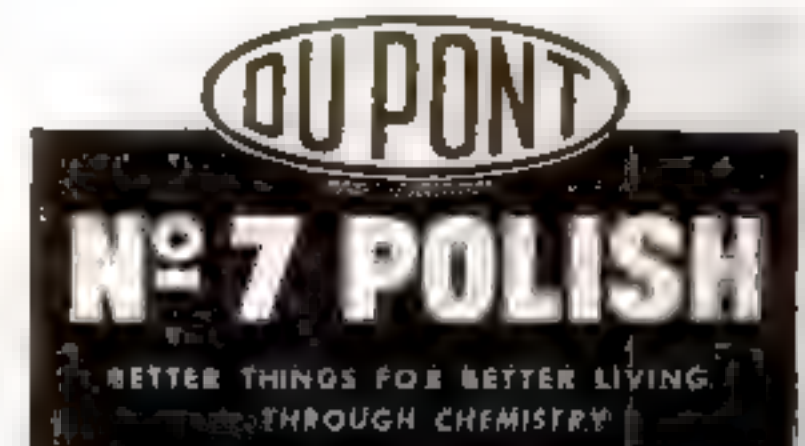
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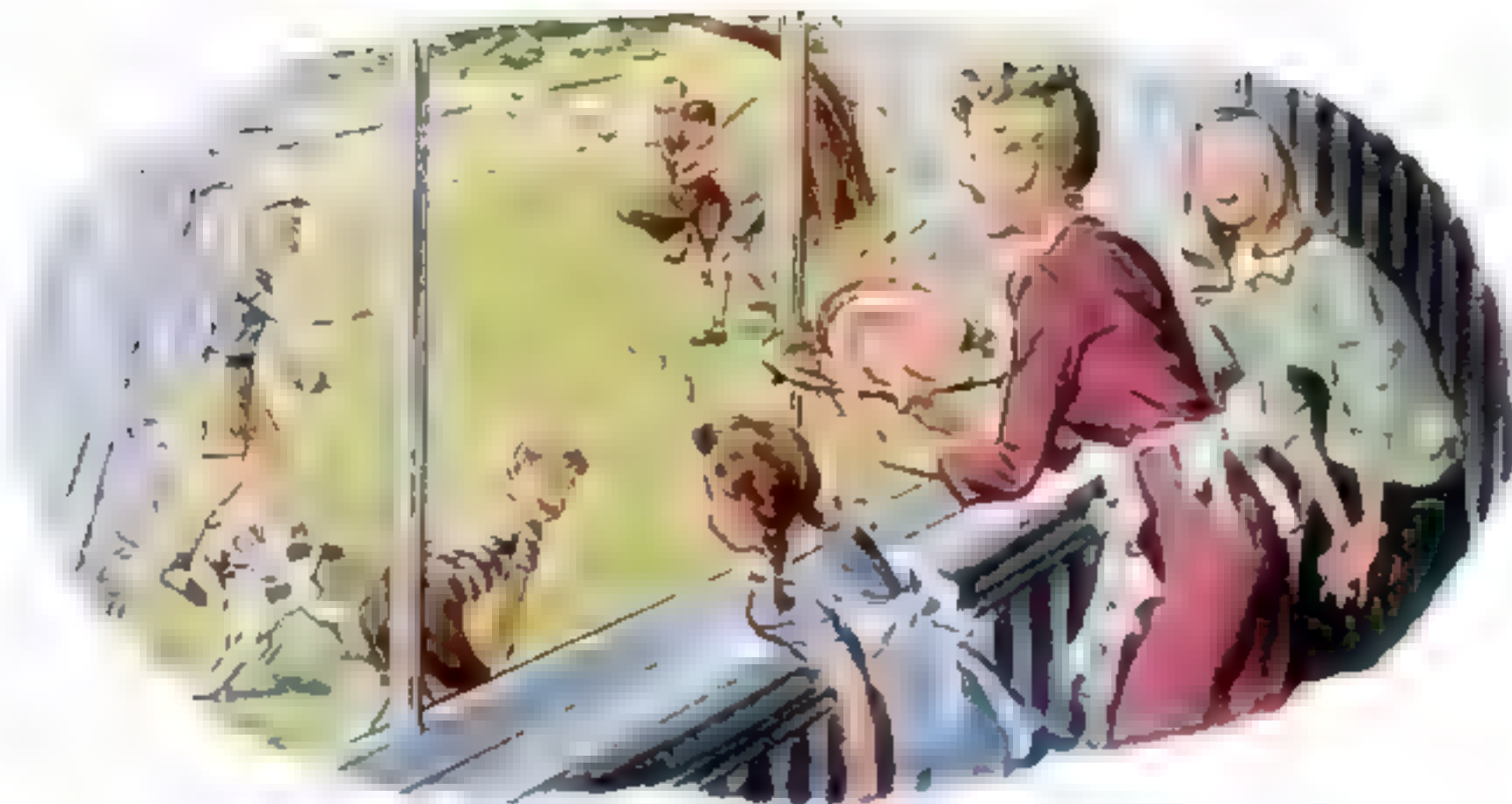
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BY  
*Marie Gifford*



*Director, Armour Consumer Service*

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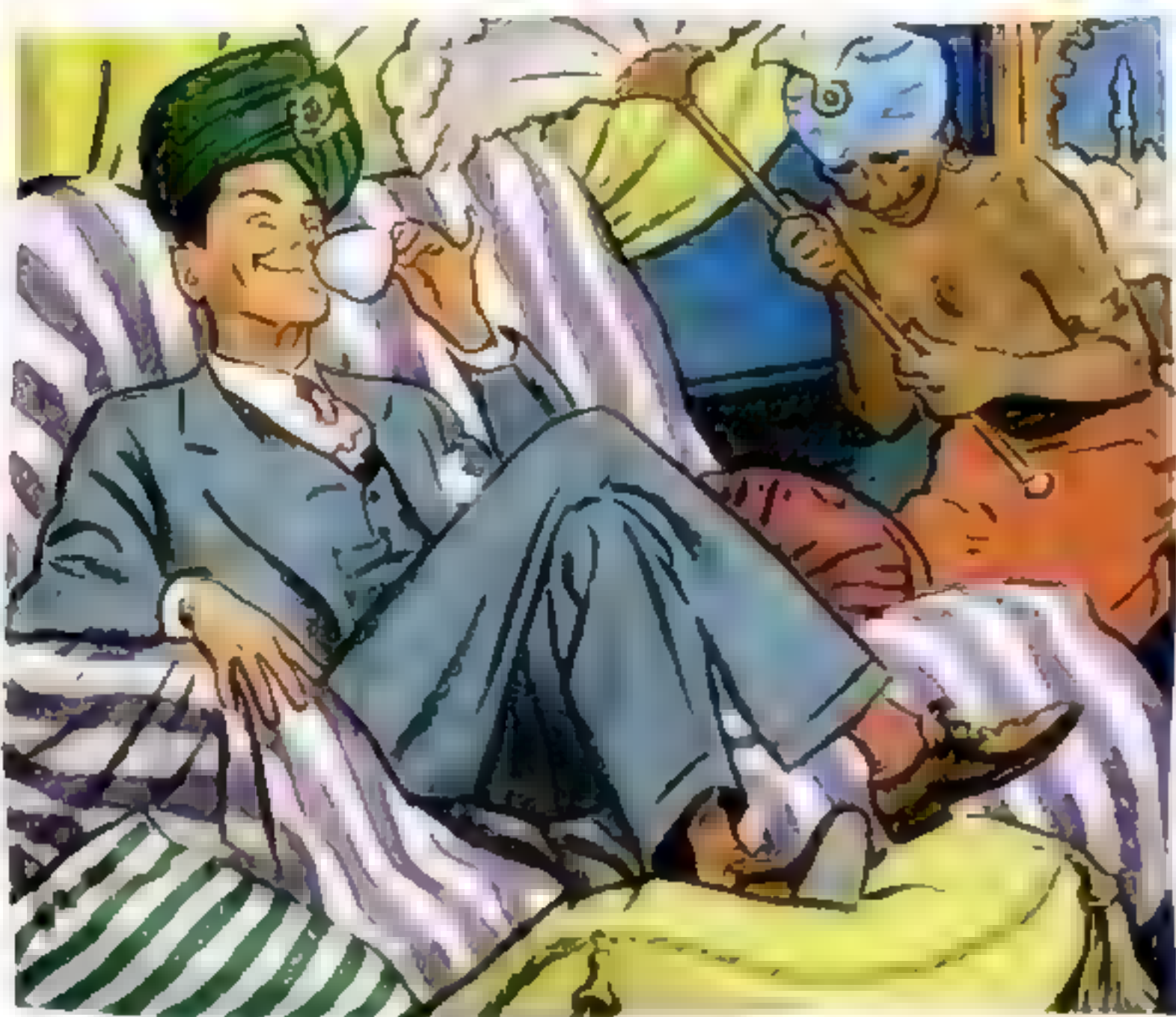


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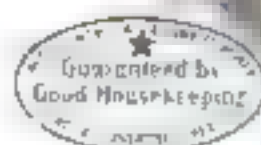
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## CONTENTS

### THE WEEK'S EVENTS

SPRING COMES TO MOSCOW	31
PHOTOGRAPHS FOR LIFE by THOMAS D. McAVOY	40
EDITORIAL: MONEY FOR TRUTH	41
INJURED FARMER'S NEIGHBORS PLOW HIS LAND	42
OIL TANKS BURN IN HAIFA	43
VOLCANO ERUPTS IN ICELAND	44
LEWIS RANTS BUT MINERS' WIDOWS ARE SILENT	47
CALIFORNIA GAS STATIONS GIVE AWAY HUNDREDS OF PRIZES	

### ARTICLE

IF I WERE AN AMERICAN, by WINSTON CHURCHILL	106
---	-----

### CLOSE-UP

HENRY MORGAN, by ROBERT LEWIS TAYLOR	59
--------------------------------------	----

### PHOTOGRAPHIC ESSAY

CHILD DEVELOPMENT	97
-------------------	----

### SCIENCE

GASOLINE FROM COAL	53
--------------------	----

### ART

OLD CHARLESTON	68
----------------	----

### SPORTS

THE "DOUBLE TWISTER"	74
----------------------	----

### MOVIE

"SMASH-UP"	79
------------	----

### FASHION

WHIRLING DRESSES	8
------------------	---

### THEATER

"JOHN LOVES MARY"	125
-------------------	-----

### OTHER DEPARTMENTS

LIFE'S REPORTS: U.S.S.R. PEOPLE'S COURT, by CRAIG THOMPSON	7
SPEAKING OF PICTURES: SAFETY COUNCIL PICKS ACCIDENT PHOTOS	14
LETTERS TO THE EDITORS	20
PEOPLE	91
LIFE VISITS THE SMITH BROTHERS	131
LIFE'S MISCELLANY: WHAT BECAME OF JIMMY?	138

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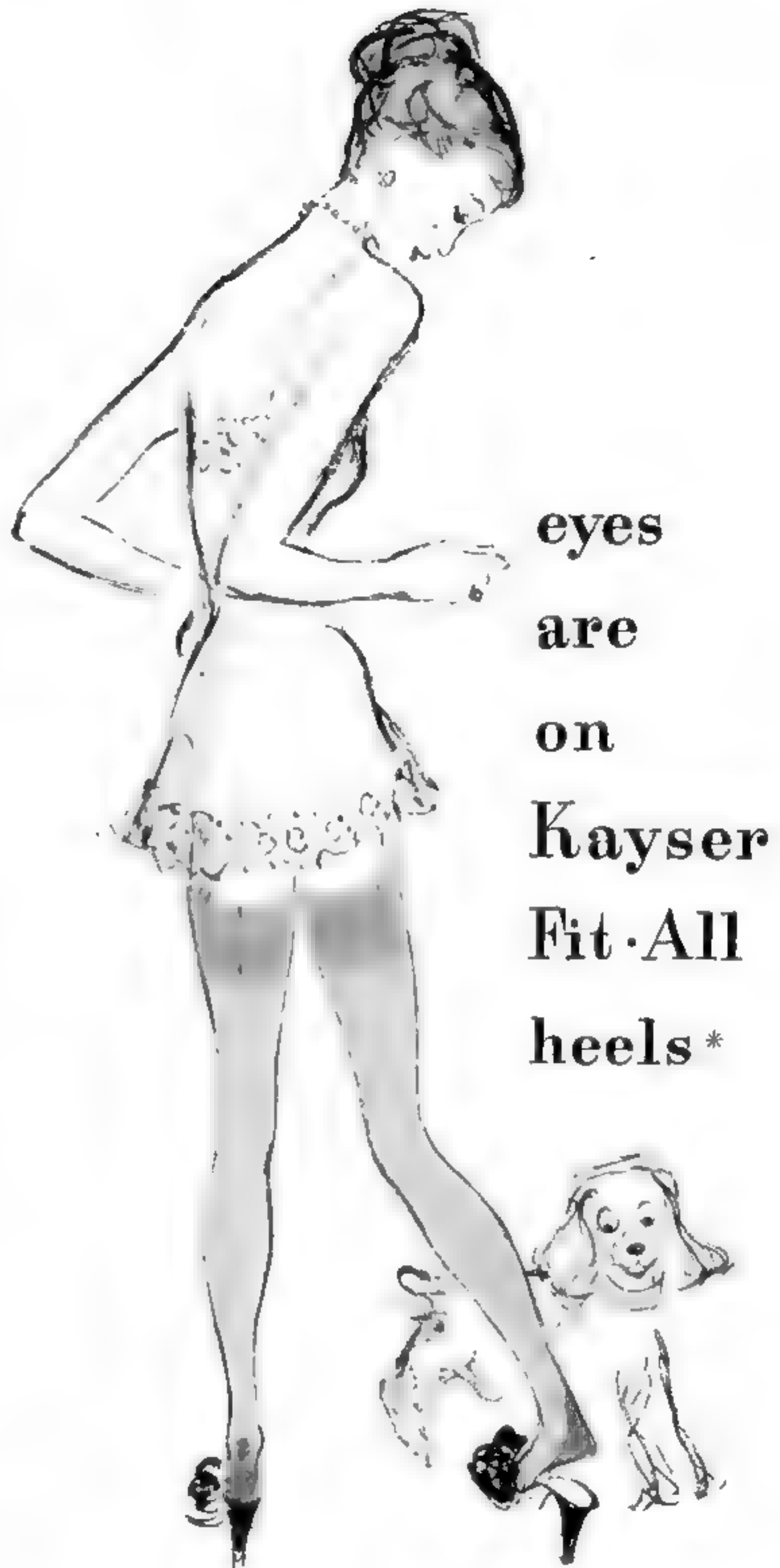
### LIFE'S COVER

On LIFE's cover appear Libby Lee Benepe (left); *Cornus florida*, a hardy shrub whose blossoms annually signal the arrival of spring, and Dorothy Griffiths. Dorothy, 19, a model, originally came from Durham, N.C., is writing a book of what she calls prose poetry. Libby, 24, comes from Boston, Mass., is also a blond model, and it is her ambition to be a brunette novelist. The shrub, also known as flowering dogwood, has lived around Hohokus, N.J., where the picture was taken, for many contented years without any literary ambition whatsoever.

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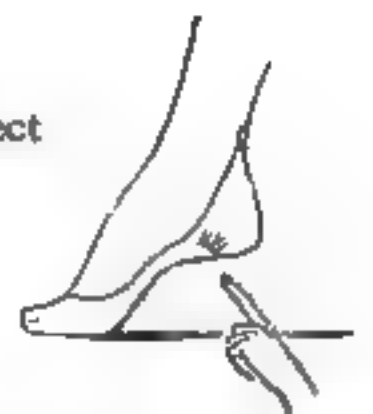
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43—CHESTER KRONFELD from INT	104—HERBERT GEHR
44—MARTHA HOLMES	106—HANS WILD
47, 48, 50—LEO STEINEM	108—GEORGE SKADDING—YALE JOEL
53—RALPH MORSE—MARTIN HERMAN from THE PITTSBURGH PRESS	110—ACME—DMITRI KESSEL
54, 55—MAP by FRANK STOCKMAN & ANTHONY SODARO, SAM SHERE	112—DMITRI KESSEL
56—SAM SHERE	115—N. R. FARMAN
59, 60, 61, 66—GEORGE KARGER from PIX	116—JOHN PHILLIPS—ACME
68 THROUGH 72—PAINTINGS BY HOBSON PITTMAN	118—ACME—DAVID DOUGLAS DUNCAN
74, 75, 76—GJON M. LI	123—ACME
79—SHARLAND from B.S.	125, 126, 128—EILEEN DARRY from G.H.
80—SHARLAND from B.S.—UNIVERSAL INTERNATIONAL	131, 132, 133—ROGER COSTER from RAPHO-GUILLUMETTE
82—UNIVERSAL INTERNATIONAL	134—LT. COL. ARAX—BY COL. ROGER COSTER from RAPHO-GUILLUMETTE
86, 87—GJON M. LI	137—NOT. COURTESY WILLIAM W. SMITH II (R)
88—JOHN ENGSTEAD	138, 139—DAVID E. SCHERMAN—JOSEPH WIRGES, L. MIRKINE
91—LT. GEORGE RODGER RT. NEW YORK DAILY NEWS PHOTO—DMITRI KESSEL	140—YVES MANCIET—JOSEPH WIRGES

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THE STARS WHO MAKE THE HITS ARE ON

## RCA VICTOR RECORDS





## SPRING COMES TO MOSCOW

PHOTOGRAPHS FOR LIFE

BY THOMAS D. McAVOY



IN THE FADING SPRING SNOW OF MOSCOW'S FLORAL BOULEVARD A DOUR RUSSIAN GIRL BUYS A BOUQUET OF DAFFODILS

As timid as a capitalist in the Kremlin, spring crept into Moscow last week. Sleety rains washed away the winter accumulation of snow and ice. A little pallid sunshine helped. The wind was still raw, but Muscovites could wait no longer to welcome the end of their grim hibernation. LIFE Photographer Thomas McAvoy, in Moscow for the Big Four conference, soon found that spring was busting out all over.

Across from the circus a booted and mittened flower girl stood in the remnants of a soot-stained snowbank and peddled daffodils (*above*). On street corners vendors set up small, portable glass showcases. Women hawked Ivan's favorite delicacy—ice cream—in a fine gesture of contempt for the gradually waning cold. Everywhere the citizens of Moscow slowed down a little, looked around a little, began to let their frostbitten faces crack into slow smiles.

Some of them queued up for one of Moscow's two new movies. Others took

the children to the circus (*pp. 34-35*). Shoppers wandered among the luxury food stores, where vodka could be had at 80 rubles (\$15) a half pint. As Easter neared, the old men and women filed into Moscow's only Roman Catholic church (*p. 36*). For the music lovers there was a new Shostakovich concert (*p. 37*).

Even the glacial earnestness of the long-deadlocked Foreign Ministers' conference suddenly gave way to a vernal rash of parties and banquets. V. M. Molotov fed the visiting conferees caviar, sturgeon, pheasant and tiny hot-house tomatoes, later took them to the ballet. Premier Joseph Stalin himself ventured out to the opera.

Moscow in spring had a sense of relief and the beginnings of gaiety but not much romance. Photographer McAvoy found no Russian couples dreamily strolling hand in hand, perhaps because most of them were still wearing gloves.

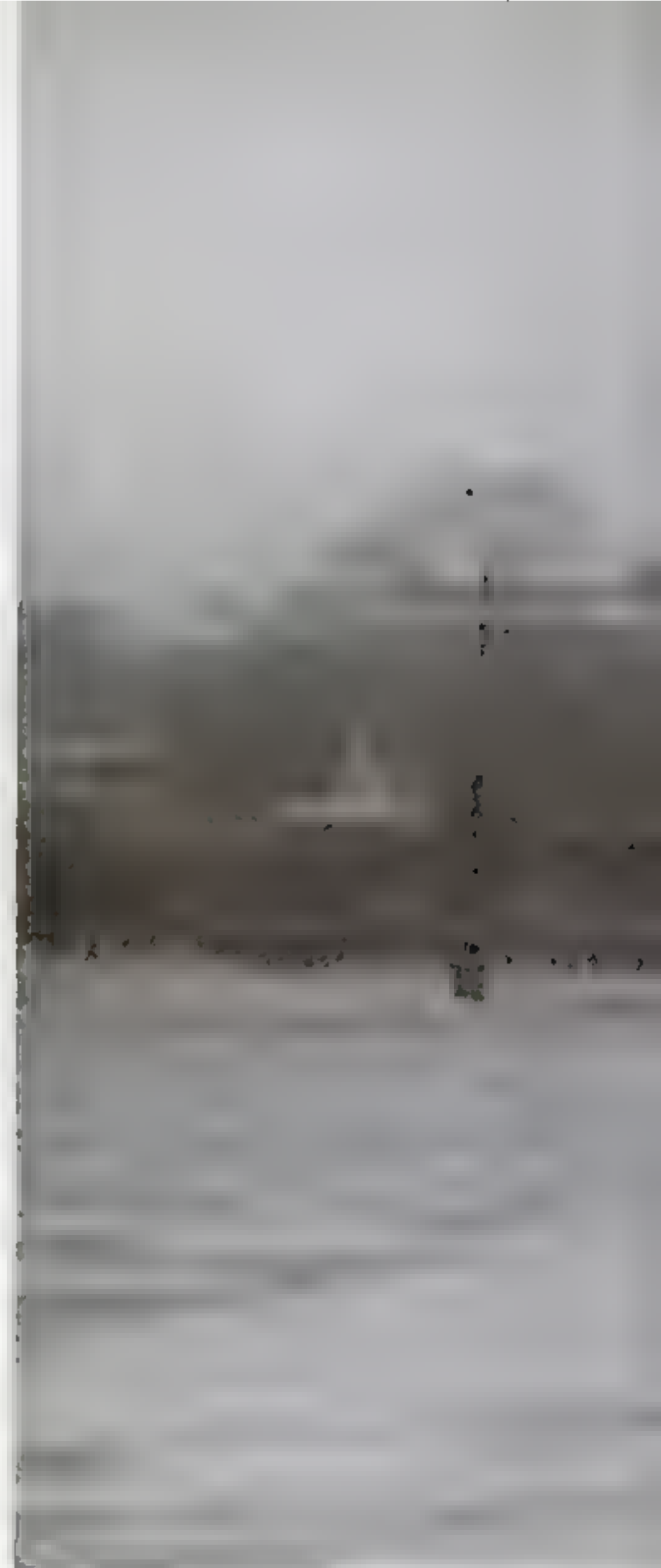




A TINY MOSCOW TOT CASTS REFLECTION ON A RAIN-WASHED THOROUGHFARE IN SHADOW OF THE KREMLIN

## THE KIDS AND COPS DEFY CHILL WINDS OF SPRING

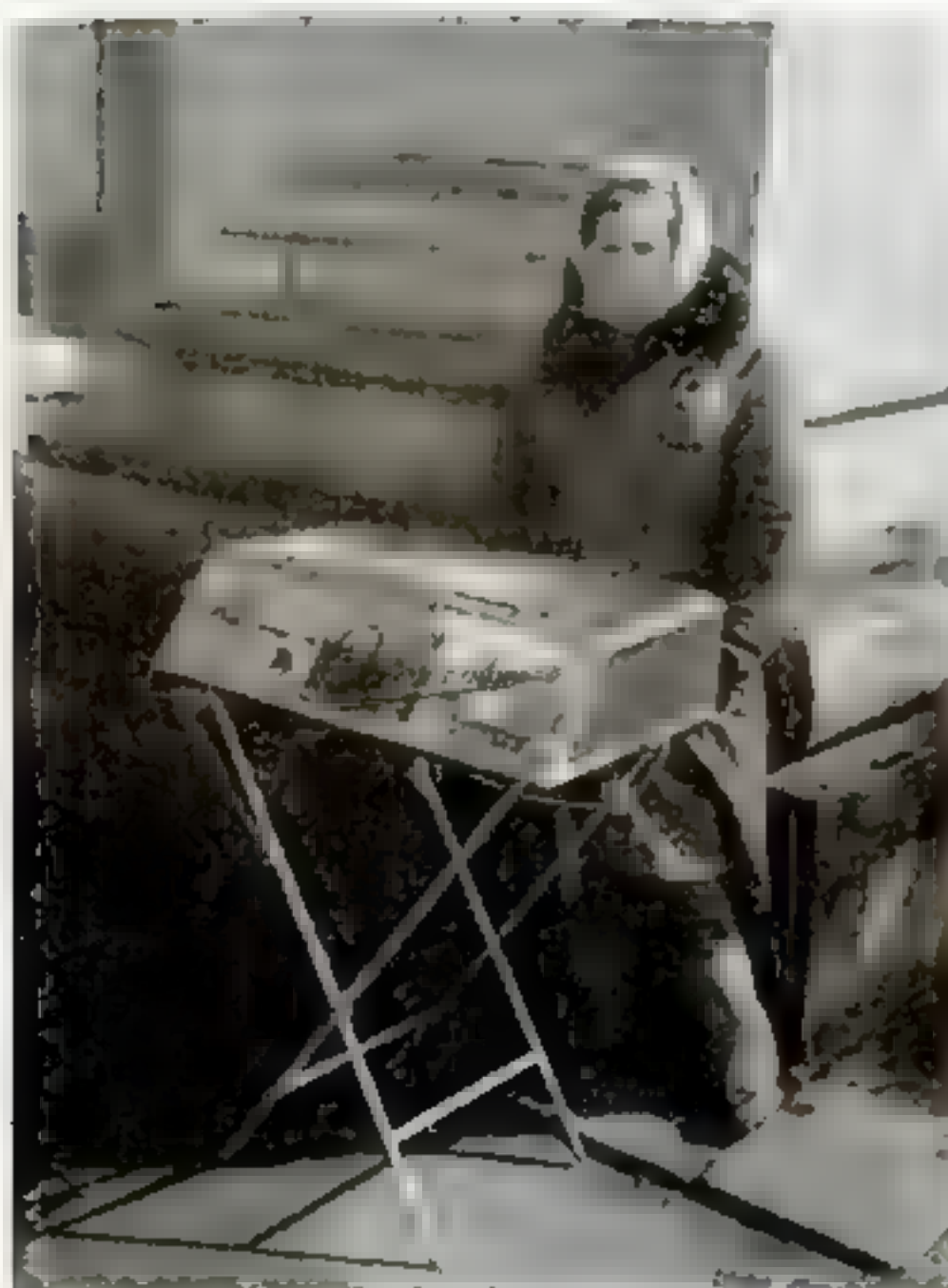
Spring may be for lovers but it is also for children and policemen. Moscow's slowly moderating weather brought thousands of kids onto the wet streets. The pleasing combination of mildness and romping youngsters made Moscow's normally iron-faced cops



CAUGHT DOWNTOWN IN AN UNSEASONAL SLEET AND

(lower right) beam happily like Brooklyn Irishmen.

But Muscovites were wary. The rains that gave pavements a mirrorlike sheen (above, left) were interspersed with sleet storms (right). Women still wore heavy shawls and children were wrapped in



VENDOR SELLS ONLY LONG RUSSIAN-MADE CIGARETS



ICE CREAM IS THE TASTIEST HARBINGER OF SPRING



APRIL FASHIONS STILL RUN HEAVILY TO FUR WRAPS





WONDERFUL!  
WONDERFUL!  
WONDERFUL!

HOW COULD IT BE ANYTHING ELSE?



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FRANK  
CAPRA'S  
WONDERFILM

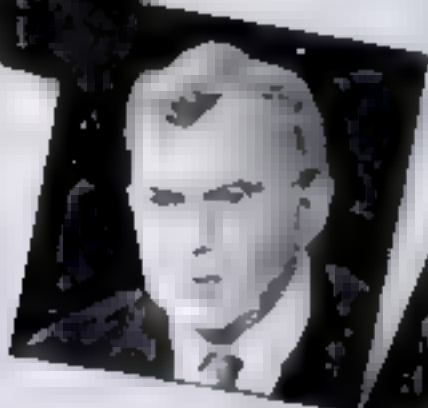
# "IT'S A WONDERFUL LIFE"

Tops even Capra's  
three Academy Award winners:  
"It Happened One Night"  
"Mr. Deeds Goes to Town" and  
"You Can't Take It With You!"

starring  
**JAMES  
STEWART**  
and **DONNA  
REED**  
...as Jimmy's girl!



He couldn't  
do anything  
right!



He couldn't  
do anything  
wrong!



He couldn't  
do anything!

WITH  
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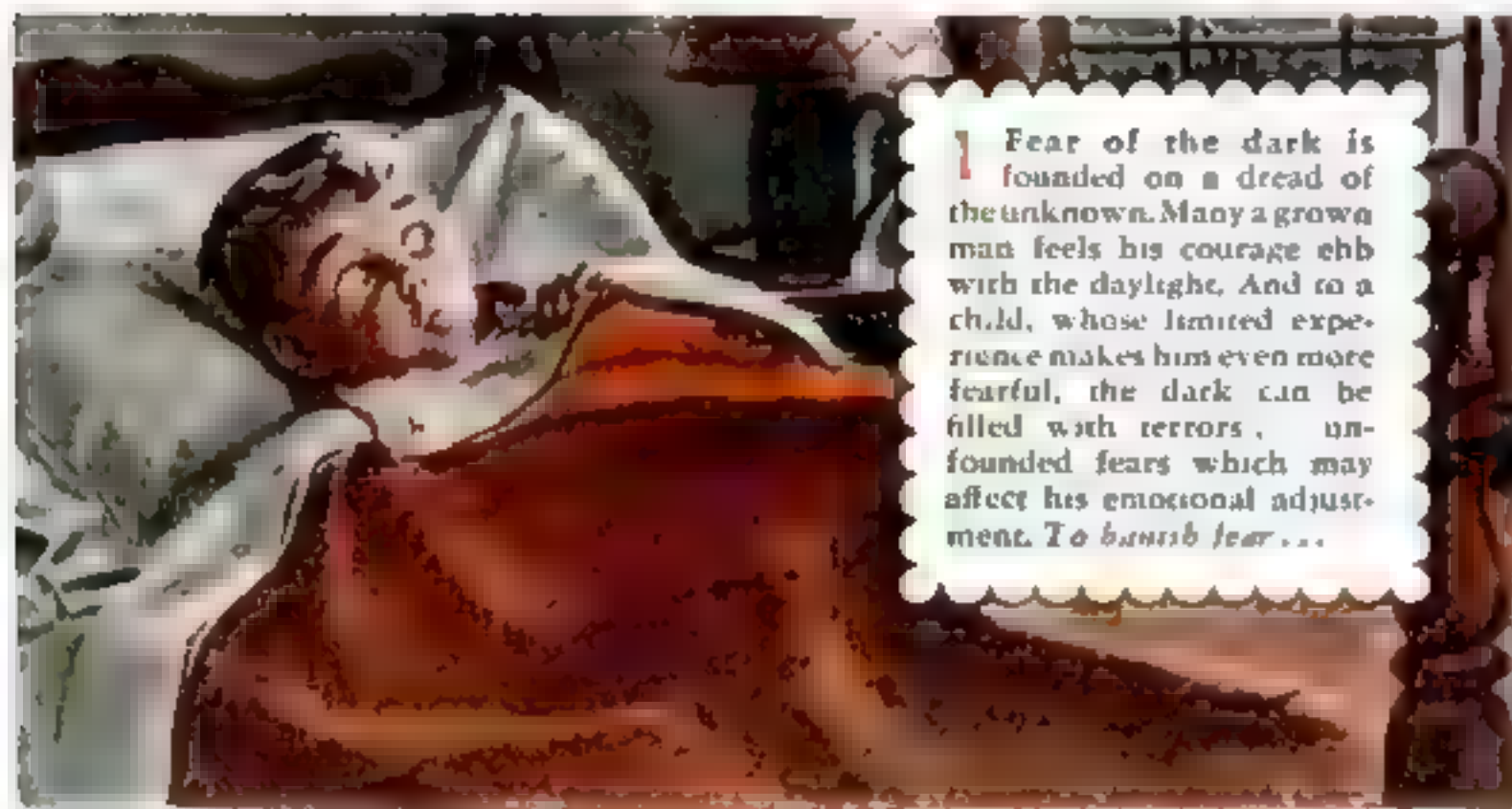
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Screenplay by Frances Goodrich • Albert Hackett and Frank Capra • Additional Scenes by  
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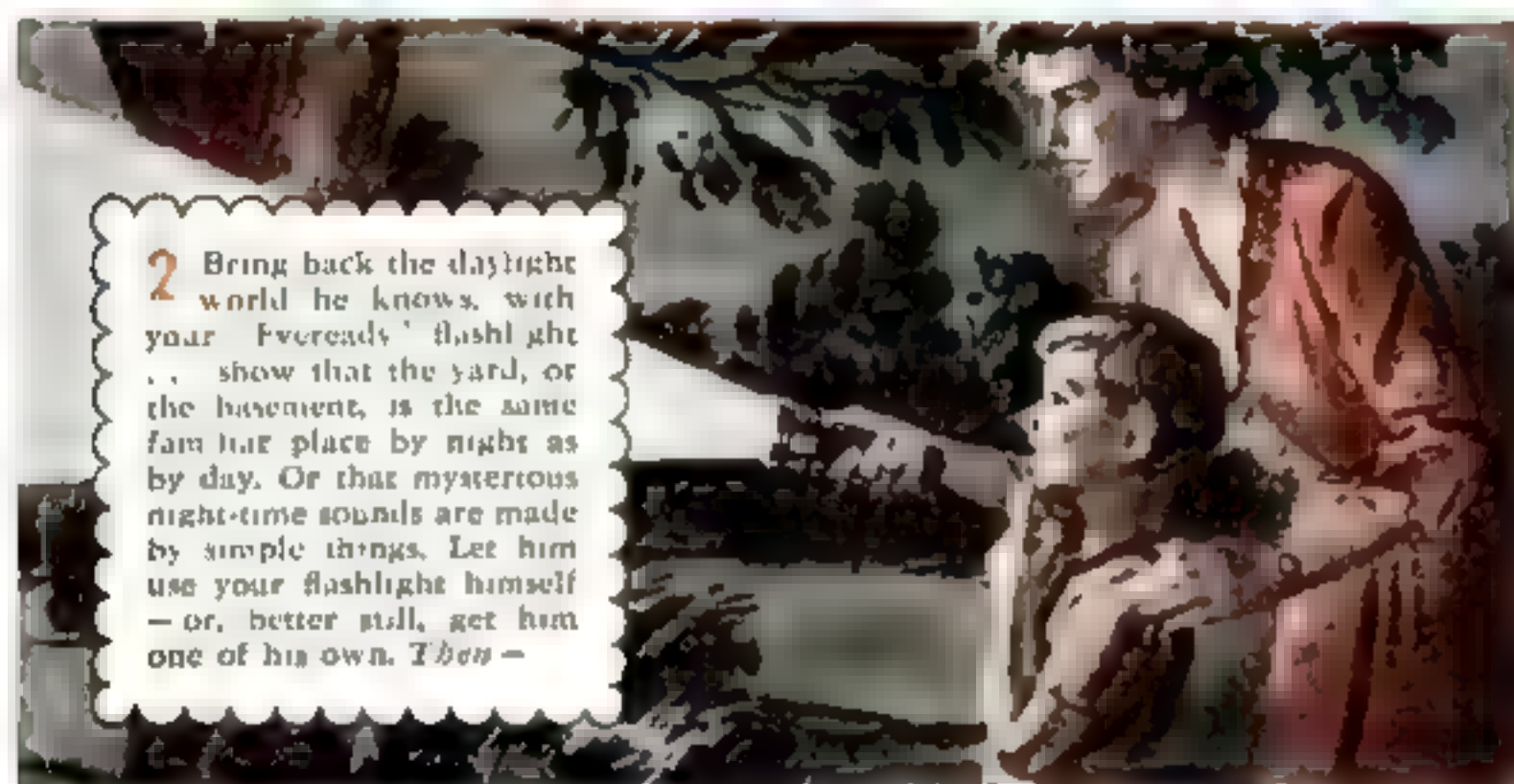


# How to Help Your Child Fight FEAR OF DARKNESS

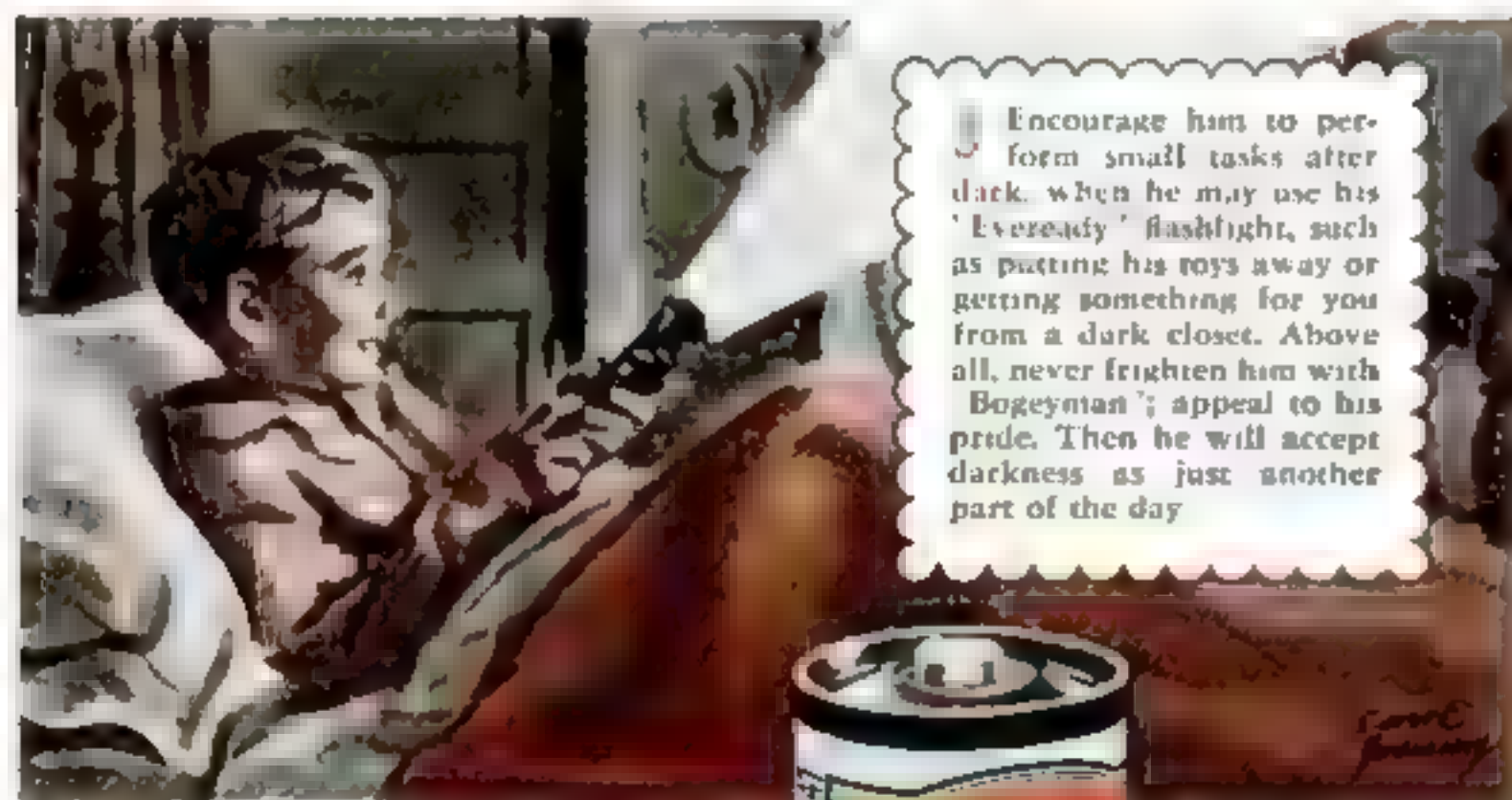
...as recommended in the interest of child welfare by Rose G. Anderson, Ph. D., Director of the Psychological Service Center of New York



1 Fear of the dark is founded on a dread of the unknown. Many a grown man feels his courage ebb with the daylight. And to a child, whose limited experience makes him even more fearful, the dark can be filled with terrors, unfounded fears which may affect his emotional adjustment. To banish fear...



2 Bring back the daylight world he knows, with your Eveready flashlight... show that the yard, or the basement, is the same familiar place by night as by day. Or that mysterious night-time sounds are made by simple things. Let him use your flashlight himself—or, better still, get him one of his own. Then—



Encourage him to perform small tasks after dark when he may use his Eveready flashlight, such as putting his toys away or getting something for you from a dark closet. Above all, never frighten him with 'Bogeyman'; appeal to his pride. Then he will accept darkness as just another part of the day.

FOR ANY flashlight use, rely on "Eveready" batteries. Their reputation for longer life of brighter light has made them the largest-selling flashlight batteries in the world—and justly! Ask your dealer for "Eveready" batteries by name; their extra light, extra life cost you nothing extra!

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EXTRA LIFE  
—AT NO  
EXTRA COST



FLUSHING PROJECT on Long Island will include 4,000-seat theater, huge dance hall featuring big-name bands, large department store, supermarket, 5 & 10¢ stores, office buildings, bus and railroad terminals, two subways connected with railroad station and bus terminal by moving underground sidewalk.

## ZECKENDORF CONTINUED

he acts as a ballast on Zeckendorf who might otherwise, in an ultimate explosion of enthusiasm, rocket clear into the stratosphere.

For a man who deals regularly in blocks of skyscrapers, Zeckendorf's home seems comparatively cramped. He lives in a four-room penthouse atop a building off Fifth Avenue with his wife Marion (in whose name the building is owned) and a petulant mongrel named Choo-Choo. Mrs. Zeckendorf is a small, blonde Southern woman who does not fluster easily. She does not demur when Zeckendorf wakes her up at 3 in the morning, as he often does, to obtain her signature as witness to some scheme he has suddenly concocted. Indeed, she assists at the birth of nearly all his projects. It was while they were both staring dreamily out of the window of a friend's East River flat, overlooking the miasmal slaughterhouses and tenements below, that Zeckendorf got the idea for X City. He gives her due credit for saying the right thing at such times. Zeckendorf takes pride in the landscaped terrace of his apartment which manages to support several olive trees in full health, privet hedges and flower beds. As he spades it, careful to spill no dirt into the street 17 stories below, he fancies himself quite a gardener.

Wherever Zeckendorf goes he leaves an aroma of Sen Sen, which he has been chewing steadily ever since he gave up smoking black cigars. One of the Webb & Knapp properties he likes to go to most is the Monte Carlo. There he holds court almost daily, with a telephone on the table and platoons of associates and customers around him. He eats and drinks with the same zest which he brings to his business deals and likes to force lavish feasts upon his guests. He believes that an occasional spree is good for his health. On vacations—he tries to take one month off for every three of work—he hunts game in Maine. But he is happiest in his thick-carpeted, paneled office, bellowing into his three telephones hours on end and juggling a dozen insanely complicated transactions all at once.

## The ideal of Uncle Sam

ZECKENDORF'S grandfather, a German immigrant and Indian trader, established a trading post in 1854 in what is now Tucson, Ariz. His father manufactured shoes. William was born in Paris, Ill. in 1905. The family shortly moved to Long Island where William spent a completely undistinguished boyhood, during which his sole commercial venture was peddling *Saturday Evening Posts*. At 17 he went to New York University, leaving three years later also without any particular distinction and without a degree. It was a maternal uncle, Samuel Borchard, who gave him his start in the real-estate business after he had left college at the age of 20. Uncle Sam owned an office building which was only half rented. He offered his nephew \$25 a week to dispose of the other half while he went off to Europe. A few months later William met him at the pier with the proud announcement that only two offices remained unoccupied. "Ah, Bill, Bill," said Uncle Sam sadly, "those two offices. That's not good, my boy." Zeckendorf is still likely to be depressed by any accomplishment which falls short of Uncle Sam's ideal.

His next employer, Leonard Gans, a whirlwind real-estate broker,

CONTINUED ON PAGE 76





SNOWSTORM, MOSCOW CITIZENS HUDDLE TOGETHER WITH FACES TURNED AWAY FROM THE WIND. THE BUS IN THE BACKGROUND OBVIOUSLY CANNOT HOLD THEM ALL

fur. Most of the people kept their winter boots on. In the many public squares of Moscow sunny days had a carnival quality. Women like the one below (*far left*) sold cigarets for four rubles (75¢) for a pack of 10. Teen-agers gulped ice cream at two

rubles a cup. Although basic foods in Russia are rationed, most street vendors operate in a free market for anyone who can buy. One reason Soviet citizens welcomed the spring was the housing shortage. All winter long they had

been cramped in small apartments. Now they could go outside and breathe. The family Krovov was a good example. A Moscow newspaper reported the Krovovs had been at the top of the list for a new apartment for 15 years but still had not got it.



IN SUNNY NICHE CHILD FROWNS OVER FIRST READER



STREET PEDDLER SELLS A RED SOLDIER SOME FRUIT



MEN AND WOMEN COPS DISPLAY A HOLIDAY SPIRIT





TWO FUR-HATTED COSSACKS FROM THE RIVER DON DANCE BACK TO BACK WHILE OTHERS BEAT OUT RHYTHM



JUGGLER VAN ZE VUYA MAKES SEVEN PLATES SPIN

## THE CIRCUS IS "CULTURED" BUT A LOT OF FUN ANYWAY

Because Russians have always loved jugglers, bears and Cossack dances, the Soviet Union has solemnly justified Moscow's year-round circus as proletarian. Write *Pravda's* Denis Zashvsky, "The Soviet circus is cultured—herein lies its main distinction from any bourgeois circus."

Although the performers now are trained in several state schools, this ideological emphasis has not changed their acts. And it has not dampened young Moscow's spring delight in sawdust antics (*below*).



LIKE KIDS ANYWHERE THESE EAGER YOUNG MUSCOVITES PERCH ON THEIR PARENTS' LAPS AND POINT OUT THE MANY WONDERS OF "THE GREATEST SHOW ON EARTH"





THE OLD FAVORITE, THE RUSSIAN BEAR, DOES A NIMBLE DANCE AT THE CIRCUS. A GRADUATE OF THE BIG ALL-UNION CIRCUS SCHOOL, THE BEAR'S NAME IS MISCHKA





BEAUTIFULLY LIGHTED ST. LOUIS'S CHURCH HAS COSMOPOLITAN FLOCK, SERVICES IN THREE LANGUAGES



BIDAULT (LEFT) GREETES FATHER GEORGE LABERGE

## RELIGION

### The Roman Catholics observe Lent

A young American priest from Pawtucket, R.I., said a Lenten Mass for the French Foreign Minister, Georges Bidault (*above*), as well as for many of Moscow's estimated 25,000 Catholics.

Father George Laberge succeeded another American, Father Leopold Braun, as pastor of the church of St. Louis des Français last year. Both are members of the Assumptionist order. Braun had served in Moscow since 1934, had won some converts without interference by the government.

St. Louis's, the only Roman Catholic church now operating in Moscow, is impressive but not overly ostentatious (*left*). The majority of its parishioners are elderly men and women (*below*). Their faith has survived Soviet antireligious teaching for 50 years.



MUFFLED AGAINST THE PENETRATING COLD AND CLASPING WORN HYMNBOOKS IN THEIR HANDS, THESE OLD WOMEN ATTEND LENTEN SERVICE IN ST. LOUIS'S CHURCH





SHOSTAKOVICH (LEFT) CHATS WITH OLD PROFESSOR

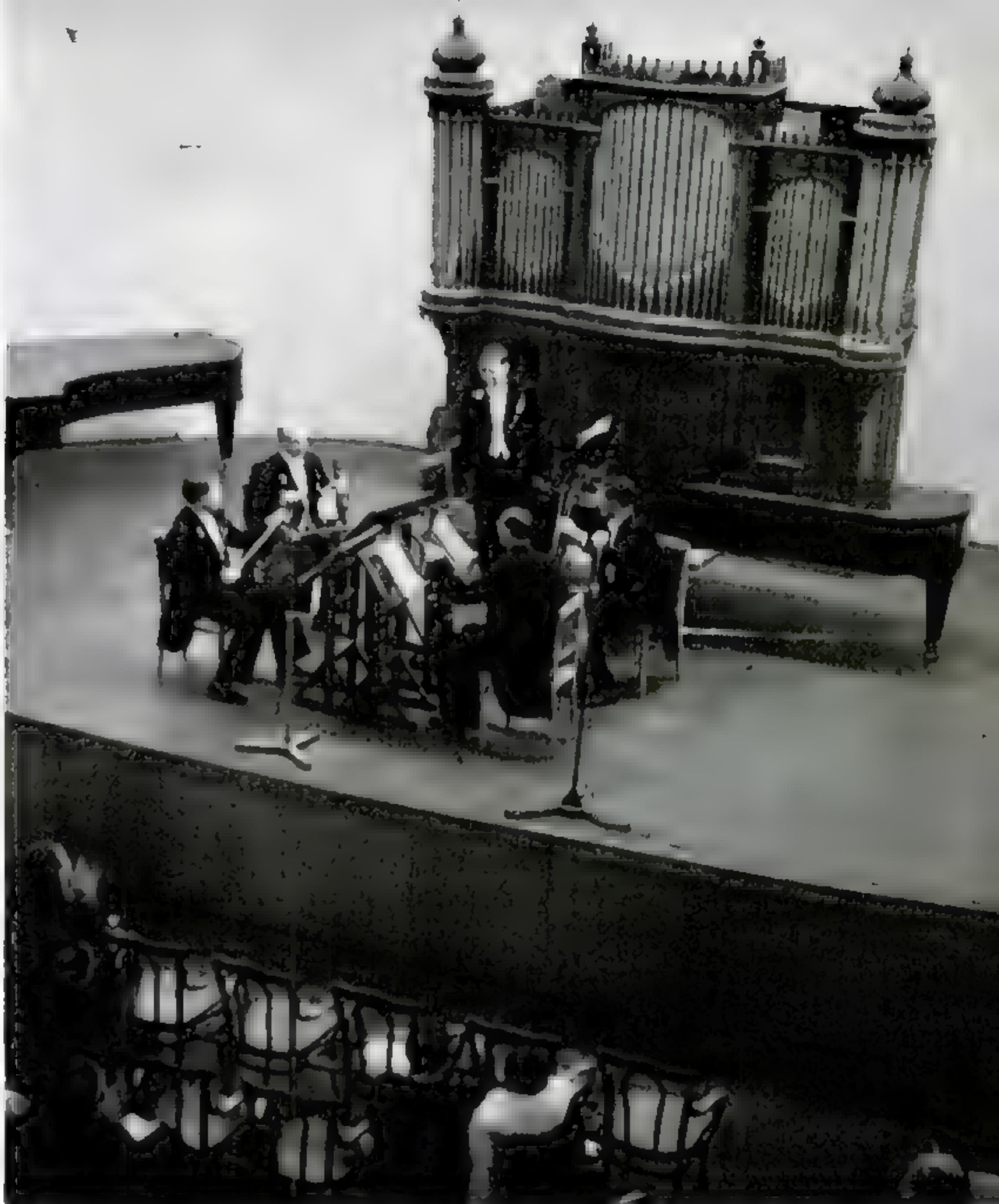
# MUSIC

## Concertgoers hear Shostakovich

For music lovers spring brought a mixture of pleasure and disappointment. At the Moscow Conservatory the No. 1 Soviet composer, Dmitri Shostakovich (*above*), presented a concert of chamber music. Some enthusiasts came early, brought books to read while they waited (*below, right*).

As medal-conscious as most Russians, Shostakovich decorated his dress suit extravagantly with his honors. Some of them are for music, one for his work as a Leningrad fire warden. In spite of this display Americans in the audience (*below*) found Shostakovich modest and charming.

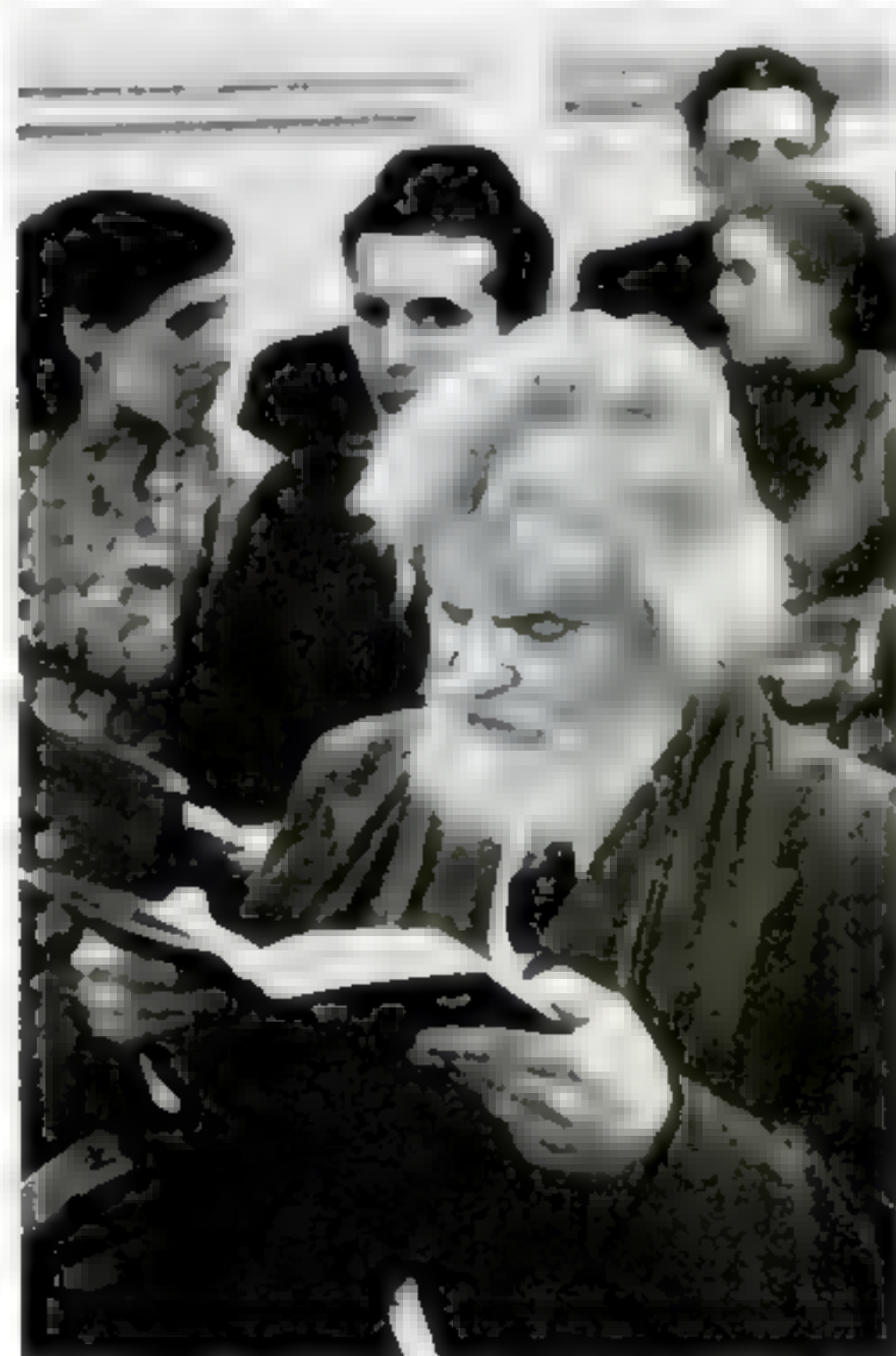
But it was his last concert of the spring season. Ailing since the war, Shostakovich will leave Moscow soon for a long rest, hopes to heal a spot on one lung.



COMPOSER RISES FROM PIANO BEHIND STRING QUARTET AND ACKNOWLEDGES APPLAUSE OF MUSIC LOVERS



SECRETARIES OF AMERICAN AND BRITISH DELEGATIONS SIT IN FRONT OF A RUSSIAN WHO LOOKS LIKE LENIN



AN OLD MAN READS A BOOK BEFORE MUSIC STARTS





LAVISHLY COSTUMED AND PERFECTLY DRILLED, THE DANCERS APPROACH ONE OF THE GREAT FIRST-ACT SPECTACLES OF PROKOFIEV'S BALLET, "ROMEO AND JULIET"

## THE BIGGEST SHOW OF ALL IS FAMOUS BOLSHOI BALLET

On the night of March 26 the Foreign Ministers saw the Soviet Union's best show. As guests of V. M. Molotov, they attended a brilliant production of Prokofiev's *Romeo and Juliet* at Moscow's justly famed Bolshoi Theater, most sumptuous in the world. The ministers sat in a flag-decked box (oppos-

ite page), got almost as much attention as Ballerina Galina Ulanova, who danced the role of Juliet.

Four days later George Marshall was back at the Bolshoi to see the *Nutcracker Suite*. This time he sent flowers to Ballerina Maya Plisetskaya. As Miss Plisetskaya danced off stage, she saluted the general.



BETWEEN THE ACTS THE MINISTERS AND THEIR GUESTS CHAT IN THE GLITTERING LOBBY. GEORGE MARSHALL STANDS JUST TO THE RIGHT OF CENTER CHANDELIER



THE MOLOTOVS ARE HOSTS TO BIDAULT,  
BEVIN AND MARSHALL IN ORNATE BOX  
OF THE BOLSHOI THEATER'S HORSESHOE





# MONEY FOR TRUTH

## \$25 MILLION IS NOT TOO MUCH TO GIVE THE WORLD A FAIR PICTURE OF OUR AIMS AND POLICIES

The other day in Washington a very competent observer of the national scene indulged himself in a little nonattributable speculation. "If the Russians were thinking of putting \$250 million into Greece," he said, "they would probably advance \$175 million, spend \$25 million on propaganda and save \$50 million." There is little question but that Congress will approve the \$250 million appropriation for Greece. But the budget of the State Department's Office of International Information and Cultural Affairs (called OIC and meaning propaganda) is at present receiving the most threatening scrutiny from some economy-minded members of the House Appropriations Committee. That budget anticipates that during fiscal 1948 the government shall spend on informational activities in Greece an even \$125,000.

### The OIC

Formed a year ago last January in a drastically slenderizing merger of OWI and the Office of the Coordinator of Inter-American Affairs, the OIC has a staff of 3,000 at home and in the 67 countries where the U.S. has missions. Each week it broadcasts 393 hours of news, music and feature programs to Europe, Latin America and the Orient. The programs originate from 36 short-wave transmitters in the U.S., and four overseas relay stations are used. They are carried in 25 languages, including, recently, Russian, Greek and Turkish are shortly to be added. These radio activities account for about half OIC's budget.

In addition the agency sends in Morse code a daily news bulletin to our embassies and legations, some of which is turned over to local news services at the point of reception. The OIC maintains 67 informational libraries in 41 countries, where exhibits of American books, art, photographs and documentary movies may also be seen. It assists in the international exchange of teachers and students. The purpose of this large order of business is, according to presidential directive, "to see to it that other peoples receive a full and fair picture of American life and of the aims and policies of the U.S. Government." Or, in the words of George Marshall, "to cover the earth with truth."

The OIC was given \$19 million to tackle the job in 1946. It wants \$25 million this year, most of the increase being attributable to universal rising costs. It also wants \$10 million to build more relay transmitters and is interested in the \$5 million interdepartmental request for advisory assistance to Latin America, as well as the granting of our \$3 million dues to UNESCO. But the \$25 million operating budget is what has Assistant Secretary of State William Benton worried. For whereas it is the nature of a congressman to appropriate overnight \$9 million to keep foot-and-mouth disease from crossing the Mexican border, he needs a great deal more than three times as much soul-searching to appropriate less than three times as much money toward creating goodwill (and combatting ill-will) for the U.S. in the rest of the world.

The legitimate skeptic is entitled to three questions about our informational service as it is now set up: 1) Does it duplicate the operations

of private agencies? 2) Does it compete with them? and, most important, 3) Is it effective?

The American press, movies, radio and international philanthropies have long carried the brunt of the burden of conveying the ideas, the image, the voice and the spirit of America to foreign peoples. But the very complexity of the ideas of a free press may often confuse rather than clarify American issues for that three quarters of mankind which habitually gets its news from its governmental horse's mouth and in very simple terms, to say the best of it. The movie industry does not as a rule attempt to convey any aspect of America besides glamour, and it is not interested in documentary films to any great extent. The major American broadcasters have no larger commercial interest in shortwave transmission and have recently signified their willingness to let the government go it alone—with some industrial advice from the sidelines. As to philanthropies, the OIC serves only as a catalytic agent, when requested, between them and their overseas operations. In other words OIC may be absolved of the charge of duplication.

The only voices to be raised on the question of competition from the OIC came from the Associated Press and United Press last year. A.P. and U.P. withdrew their services from the agency on the ostensible grounds that they did not wish to be associated with government propagandizing. (But there are exchange agreements between A.P., U.P. and Tass, the Soviet news agency.) More understandable would be the press associations' unwillingness to give news free to parts of the world which might buy their services. At any rate A.P. and U.P. are out, and OIC gets along with Hearst's International News Service.

### How Effective?

The question of OIC's effectiveness is, of course, the paramount one, and one which calls for a certain amount of faith. There is no known poll which measures the fluctuations of a nation's world reputation solely on the basis of its informational program. Queried last week about the performance of OIC in their areas, LIFE correspondents split about even between verdicts of good and bad. In Japan, Korea and U.S.-occupied Germany the correspondents turned in low marks (noting, however, that wasted countries make a poor seed ground for planting inspirational goodwill). In India, Austria and the Balkans the OIC got full credit for bang-up excellence. In New Delhi, where the Indians are now writing their first free constitution, the OIC library is filled with Assembly delegates studying American constitutional practice. This fact may someday affect world history.

The quality of OIC broadcasts has received a respectable over-all appraisal from an unexpected source. Recently Representative Taber of New York, chairman of the House Appropriations Committee and the one who used to groan loudest over OWI's appropriations, extensively sampled translations of the OIC product. "Not as good as Fulton Lewis," was his reported verdict, "but better than Raymond Gram Swing." Even so he is out to prune the agency's budget, and it will take all the congressional friends the

OIC can get to keep him from doing so. These friends will have certain victories for the agency to point to, such as the occasion when Poland banned the Byrnes Stuttgart speech until the OIC had pumped it into the country for three days by air. But mostly they will have to fall back on the argument that OIC has only been in business a year, that it is too early to judge its accomplishments and that with Britain alone spending \$40 million a year on its propaganda machine and the Russians, God knows how much more on theirs, we ought to have one too.

### A Problem in Promotion

That is not too good an argument, for the pessimist's reply to the British appropriation might be, "And what has it gotten them?" The answer to that could well be that no amount of advertising can sell a product across public rejection. For in spite of Mr. Benton's reluctance as a former ad-man to consider his function in advertising terms, propaganda is a promotional and selling job.

As such its first necessity is a good product. The men at our short-wave mikes must have a picture to describe that is clear. Is it clear? Byrnes's Stuttgart speech, the "Truman Doctrine" and Secretary Marshall's determination at Moscow certainly make it clearer than it was this time last year. The future performance of our informational activities should be all the more effective as a result. In any case, under whatever direction, called by whatever initials, and at whatever not unreasonable cost, it is a job that must be done and done well. Congress should appropriate the money.

In his *Struggle for the World*, which LIFE digested in its March 31 issue, James Burnham suggested that "U.S. propaganda could be, and would benefit by being, for the most part true, or close to the truth." Such a proposal, in line with so much of Mr. Burnham's thesis, tends to look upon the U.S.A. and the U.S.S.R. as two totalitarian powers already locked in mortal conflict. The Burnham thesis and the extent to which LIFE agrees and disagrees with it will be discussed at greater length on this page next week. Here let us remark that while Communist radio propaganda habitually refers to Mr. Truman as a "fascist imperialist," the U.S. does not and will not demean itself by responding in kind. The war of ideas in which we are engaged with Russia is, among other things, a war between truth and untruth, or at least between respect for truth and cynical manipulation of it. The case for OIC is simply this: when there is so much untruth around, the friends of truth are obliged to speak up.

### PICTURE OF THE WEEK: ➔

On the chilly morning of March 28 Farmer Peter Solem stepped down to fix his plow, caught his coat on the tractor clutch. The caterpillar tractor started moving, smashed his pelvis and ankle. On April Fools' Day, while Solem lay in the hospital, 18 of his neighbors brought tractors and plows to his 350 acres of rolling wheatland. Although the job usually takes Solem 10 days, they finished it by 4 p.m. Solem learned about it in a local newspaper picture (opposite). His first reaction: "It's a joke, isn't it?"



NEIGHBORS SURPRISE INJURED WASHINGTON FARMER  
BY PLOWING 350 ACRES WHILE HE IS IN HOSPITAL







WHIPPED BY WIND, FLAMES ROAR THROUGH OIL INSTALLATIONS AT HAIFA. STORAGE TANKS IN FOREGROUND CAUGHT FIRE SHORTLY AFTER THIS PICTURE WAS TAKEN

# ARSON IN HAIFA

Jewish underground burns oil dump  
in new phase of "war" on British

In Palestine an old fire that has burned for months, sometimes underground and sometimes on the surface, flared up again into the night sky. Before dawn on March 31 the ancient city of Haifa felt a tremendous blast. Fire broke out among oil installations along the waterfront, and as the wind-driven flames roared through the Shell Oil Company's tanks and pipelines a million dollars' worth of fuel and equipment was destroyed. The "Stern Gang," one of the

Jewish underground organizations which say they are "in a constant state of war" with the British, had come out in the open to strike another blow.

Next day the troubled Palestine government announced that it would tax the people, preferably the Jewish community, to pay for the damage. British troops prepared to put new restrictive measures into effect. Meanwhile, although the big blaze had been extinguished, the old fire burned on underground.





SPEWING FROM THREE CRATERS, CLOUDS OF VOLCANIC ASH RISE OVER ICELAND'S MT. HEKLA WHILE BOULDERS AND BOILING LAVA POUR DOWN THE MOUNTAINSIDE

## LAVA IN ICELAND

A century of underground bubbling reaches climax in triple eruption

In Iceland an old fire that has burned underground for a hundred years beneath Mt. Hekla suddenly burst out. On March 31, shooting simultaneously from three craters in the volcano's side, lava and ashes shot into the sky. Boulders were thrown high into the air, where they exploded like antiaircraft shells. Streams of boiling lava 16 yards high crawled down the mountainside. Clouds of volcanic ash swept down and covered a large part of the island's south-

ern pastureland. For the first time since 1845 Mt. Hekla had erupted.

Next day, when unofficial observers flew over the still-active craters at 1,000 feet, their airplane was hit by flying stones. For two more days the mountain shuddered and the clouds swirled above it, and then gradually the eruption began to subside. But at the week's end there were still rumblings in the troubled earth, and deep underground the old fire burned on.





IN TOP HISTRIONIC FORM, JOHN L. LEWIS LAMBASTES COAL ADMINISTRATOR JULIUS KRUG AS THE "HERCULES WITH NO. 12 SHOES AND NO. 5 HAT"

## LEWIS RANTS BUT MINERS' WIDOWS ARE SILENT

At last the great ham actor had a fat part. On April 3, while the nation listened in sympathy for the 111 dead miners of Centralia, Ill., John L. Lewis used every grimace in his varied repertoire to blast his arch-enemy Julius Krug in testimony before a congressional committee. Krug's response was to close 518 mines. Lewis countered: close them all for inspection. He had the administration where he wanted it. He played it for all it was worth.

But while Lewis used their grief to make noisy political capital, the women

of Centralia were silent. They were the silent ones when it happened. Through the long night of March 25 they waited in the mine washhouse quietly and dry-eyed. Some of them slowly paced up and down the room. But they did not even sob. When their husbands' bodies were finally brought up and taken away, the widows, without a word, gathered up their men's belongings and left. Then they walked alone down the slushy roads to their homes. They made no sound but the clink-clink of their open galoshes. They have been silent ever since.



# UNITED STATES RUBBER COMPANY

SERVING THROUGH SCIENCE



1) A mattress that supports the body at every point of contact. Odorless, vermin-proof, sag-proof, self-venting.

2) No stale, musty odors in this choice of upholstery with U. S. Koylon Foam—always fresh and odorless.

3) Keep your feet on air! Millions of tiny cells in U. S. Koylon Foam let you inhale and exhale air.

4) So you sleep like a U. S. Koylon Foam cushion—comfortable, fresh, and clean.

## Comfort, Comfort Everywhere—

MORE RESTFUL THAN YOU'VE EVER KNOWN — IT'S U.S. KOYLON FOAM



Never in your whole life have you experienced more restful comfort, such healthful relaxation! When you sit or sleep on U. S. Koylon Foam, you literally float on air . . . air captured in millions of tiny, inter-connecting cells of resilient foam. As a mattress, spun clouds couldn't be more restful. No stuffings mat down into fatiguing lumps.

U. S. Koylon Foam is as clean as it is comfortable—odorless, vermin-proof, sag-

proof, non-allergic, self-venting, needs no turning.

You've already met U. S. Koylon Foam in automobile, plane, train and bus seats. You

can now buy U. S. Koylon Foam by the yard at your favorite furniture or department store to re-upholster chairs and sofas. Or, your local upholsterer will be glad to have you specify U. S. Koylon Foam Cushions.

### BUY KOYLON COMFORT BY THE YARD FOR SIMPLE HOME APPLICATIONS



Dining room chairs, bar stools, or sofas can be transformed into marvels of restful comfort. Get flat sheets of U. S. Koylon Foam and snip to desired shape with a pair of shears. It's easy, it's fun! It means more comfort than you've ever known.







## How to strike it rich

ONE way you *might* do it is to get yourself a prospector's outfit and head for the High Sierras.

But a way you're *sure* to do it is much simpler. Just go to your favorite bar or package store and ask for Four Roses.

When you taste Four Roses, we think you'll agree you really *have* struck it rich. For this matchless whiskey has a flavor all its own—rich, smooth, and satisfying.

In short, we believe Four Roses offers you a delightfully different and *distinctive* flavor not to be found in any other whiskey you've ever tasted.

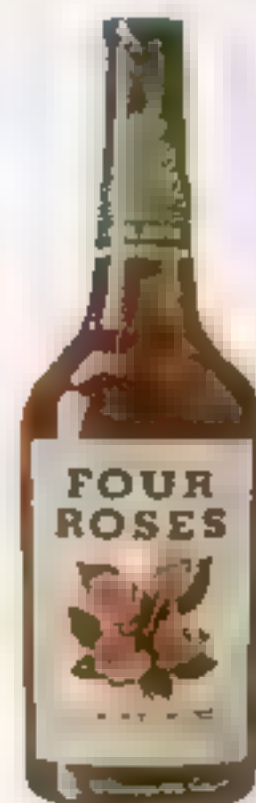
Just try it and we're sure you'll see what we mean!

Fine Blended Whiskey—90, 5 proof 40 straight whiskies 5 years or more old, 60% grain neutral spirits

### FOUR ROSES



Frankfort Distillers Corporation, New York







A GASOLINE DEALER IN LONG BEACH SETS OUT CARNIVAL PENNANTS AND A GLEAMING DISPLAY OF PRIZES TO LURE SOME MORE CUSTOMERS TO HIS 9 PUMPS

## DRIVERS' MARKET

Gas stations revive price feuds and give away hundreds of prizes

California is popularly regarded as the land of the dollar-growing tree and the girl-edged swimming pool. It is really the land of the automobile. In Los Angeles there is one car for every three persons, compared to a national average of one car per eight persons. There are twice as many cars as bathtubs, more cars than refrigerators, stoves or even swimming pools.

Except for the last five years when everything

was scarce and gasoline rationed, this phenomenon has always produced cutthroat competition among Los Angeles independent gasoline dealers. As post-war production brought back the buyers' market, Los Angeles dealers once more went after each others' trade, giving away cars, ranges, refrigerators, dishwashers, Mix Masters, vacuum cleaners, clocks, roller skates, comic books and bubble gum to get more customers. Business was up 30%.



## FOR MEMORABLE

Giving...

TABLE  
LIGHTERS  
IN  
SILVER  
PLATE



RONSON 'Dancer Below' \$22.50 (tax extra)



RONSON 'Crown' \$10.00 (tax extra)



RONSON 'Queen Anne' \$10.00 (tax extra)

RONSON 'Mayfair' \$15.00 the pair (tax extra)



AND GRACIOUS LIVING!

What more satisfying gift than one whose very name and appearance proclaim... 'I am the finest made!' What more modern appointment than one which symbolizes convenience! What more enduring reminder of your thoughtfulness than a lighter by **RONSON**... whose swift flame serves smokers so faithfully, so often, through the years! Proud possessions... incomparable gifts for  
**WEDDINGS, GRADUATIONS**  
**MOTHER'S DAY (May 11)**  
**FATHER'S DAY (June 15)**  
**OR ANY GIFT OCCASION**

See them at your favorite dealer. Gracious table lighters in radiant silver plate for dinner table, coffee table, any table. Handsome lighters for pocket and handbag from popularly priced models at \$5.50 to \$200 exquisites in 14 karat gold. No individual orders can be filled direct.

ON THE AIR... Tune in on Ronson's "20 Questions" Saturday nights, Mutual Network (Pacific Coast, Sunday nights). For time and station, see your local paper.

PRESS,  
IT'S LIT!  
RELEASE, IT'S OUT!

The famous, patented  
Ronson Safety Action

Newark, N. J. Toronto, Ont. London, Eng.

LIGHTERS  
FOR  
POCKET  
AND  
HUSBAG

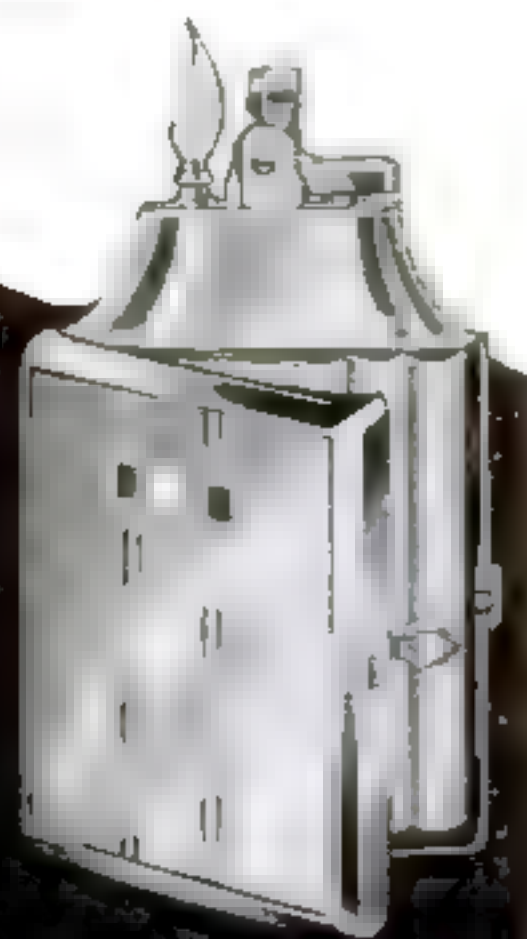


RONSON 'Whisper' with disappearing windshield, \$7.50



RONSON 'Adonis' in sterling silver, slim as a fine needle, \$25.00 (tax extra)

RONSON 'Masterpiece' lighter-cigar case combination, \$1.00



## Drivers' Market CONTINUED



**FREE SPIN** on Ferris wheel goes with gasoline in one filling station. Wheel makes a big hit with the children, who talk their parents into stopping there.



**FREE NYLONS** and cooking utensils are handed out to customers at another station. Dealers are spending even more money to advertise their giveaways.

CONTINUED ON PAGE 50





PATENT APPLIED FOR

The CLUB-CINEMA Car, fully engineered in 1944, combines a 36-seat movie theatre, dancing facilities, and cocktail lounge in a single car. This idea inspired many of the entertainment features now widely discussed for rail travel.



# Pullman-Standard

## FIRST WITH THE LATEST IN RAILWAY CAR DESIGN

In 1945, Pullman-Standard's dramatic exhibit—"Tomorrow's Trains Today"—gave the railroads the first preview of the passenger cars of the future. It set the style for the luxury trains now building.

Experience-tested research, plus the industry's greatest production resources, have kept Pullman-Standard *first* in giving the railroads the most advanced types of passenger cars.

The highest ideals of service to the railroads are identified by the Pullman-Standard nameplate.



PATENTED

The JUNIOR CLUB Car was designed to make rail travel pleasant for children; to bring relaxation and peace of mind to their parents.



PATENT APPLIED FOR

The DAY-NITE Coach provides chaise-lounge restfulness and semi-privacy for coach passengers. Superb seating facilities designed with low-angle reclining adjustments support the entire body while you relax at full length. Many other improvements make each trip more enjoyable.

© 1947 P.S. C. M. Co.

PULLMAN-STANDARD CAR MANUFACTURING COMPANY • CHICAGO  
Offices in six cities from coast to coast • Manufacturing plants at six strategic points

# PULLMAN-STANDARD . . . World's largest builders of streamlined railroad cars



# IT'S IN THE *Stars*

Through nearly two centuries the \*quality, \*bouquet and \*clean taste of Three Star Hennessy Cognac Brandy have never changed. One sip of Hennessy and it's in the stars that it will be your favorite, too.



*The World's Preferred Cognac*



QUALITY



BOUQUET



CLEAN TASTE

# H E N N E S S Y

*Cognac Brandy*

Distilled and bottled at Cognac, France. JAS HENNESSY & CO, Est. 1765  
Sole U.S. Agents: Schieffelin & Co., New York 3, N. Y. Importers since 1794

## Drivers' Market CONTINUED



**BIGGEST PRIZE** in Los Angeles is the car in background. Dealers give out ticket chances on cars with sales, then have a drawing. California produces inevitable publicity props such as starlets and models in rakish convertibles.



**ETHYL** gasoline, the more expensive, has to be bought to get gum, which used to cost a penny a stick.



**REGULAR** gas, however, is all that is needed to win such desirable premiums as nylon stockings and butter.



**SAMPLE PRIZES** include everything from Teddy bears to whisky figgers. To collect all these a motorist would have to buy 5,000 gallons of gasoline, enough to drive a car 14 round trips between Los Angeles and New York.



## Get a Frozen Food Chest...

Here's your new treasure-chest of good eating—a big Frozen Food Chest, right in your new Kelvinator! You can freeze your own meat, poultry, vegetables... enjoy the hundreds of amazing new packaged frozen foods. So big it can take a 10 lb. turkey, a rib roast, steak, chops, and store plenty of frozen vegetables and fruits to boot! Ice cream, too. Hi-Speed Trays freeze 9 lbs. of ice cubes... are removable for still more frozen storage space.

## Get a Moist-Master Refrigerator...

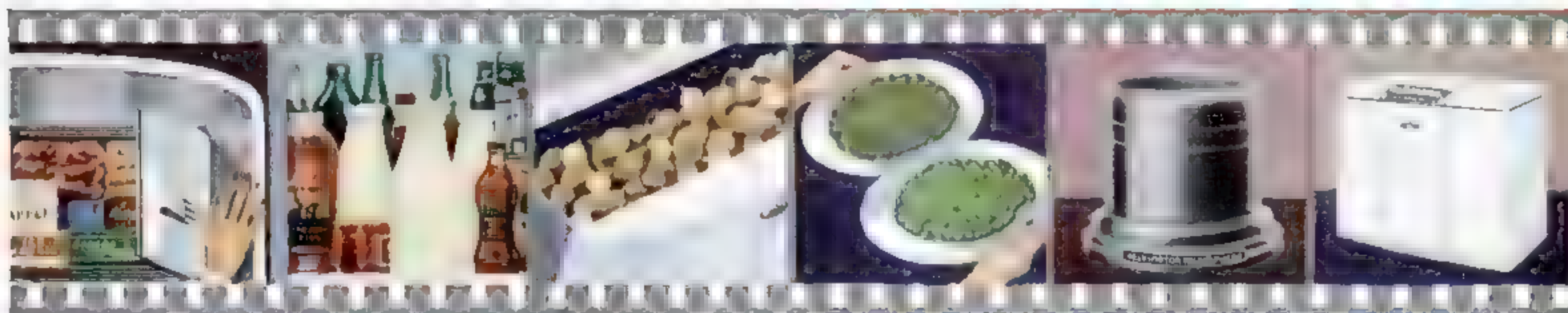
Look! You get Kelvinator Moist-Master refrigeration, too! A big glass-enclosed compartment (chilled by a separate set of cooling coils in the walls) keeps perishable foods in a mist of super-moist cold. Keeps vegetables and greens crisp for days... guards vitamins. Keeps left-overs fresh and appetizing... cakes moist, pies mouth-watering. All without food covers, or transfer of flavors! Above the Cold Mist Freshener is room aplenty for general storage of foods, such as milk, butter, eggs, and fruits.

## Get Both Combined in Kelvinator!

Yes, Kelvinator gives you both—a big Frozen Food Chest and Moist-Master refrigeration—in the same big, beautiful cabinet, and powered by the famous, dependable Polarsphere unit. Make this perfect combination your next refrigerator. Your Kelvinator dealer has five other beautiful new Kelvinators that are just as exciting, and priced to fit every budget. See him today! KELVINATOR DIVISION, NASH-KELVINATOR CORP., DETROIT



Get the Best things First... Get **Kelvinator**



Kelvinator's famous Cold Pan trim eliminates splatters, hard-to-clean screwheads, always keeps gleaming new. Rounded corners throughout interior make your Kelvinator a joy to care for! Sparkling, snowy Permalux finish stays white!

Storage space aplenty for tall bottles—Kelvinator's instruction brings shelves fully to the front of cabinet... makes everything easier to reach. And the recessed light at the back floods the entire compartment with soft, diffused light!

Look! A big dry storage bin, too! Not just a 20-lb. bin, but 11 1/2! Handily stores all those much used root vegetables—out of sight, yet right in your kitchen! You'll say it's an ideal place to keep cereals and canned goods.

Compare! The peas at top were left uncovered for 48 hours in a dry storage bin. The bottom peas were left uncovered the same length of time in Kelvinator's Cold-Mist Freshener. Kelvinator keeps left-overs fresh, appetizing, and delicious days longer!

The Polarsphere—the secret of Kelvinator's big big... It's sealed in one steel unit and permanently lubricated for trouble-free service. Under normal conditions uses current only twelve minutes of each hour. Saves on electricity bills!

Here's Kelvinator's big 6 cubic foot Home Freezer that holds up to 40% more food than other cabinets of same outside dimensions. Holds 210 lbs. ... quick freezes 25 lbs. at a clip. Easily fits into your kitchen ... amazingly low-priced!



# To add a fillip to fish

Old Salt Snider was always a great man for fish. Especially fish served Grandma Snider's way . . . fried golden-brown and dressed up so pretty and flavory with Grandma Snider's Country Style Catsup. "There's nothing like good catsup to make most any fish a tasty dish," Old Salt would say, passing his plate for the third time.



## use Snider's tasty Catsup

Made from Farmer Snider's big, red, ripe, juicy Super Tomatoes . . . cooked just so, according to Grandma's own country-kitchen recipe . . . flavored with her special secret spices . . . it's really the making of a fish dinner.

## with real Country Style flavor

Of course, there's catsup and catsup. The thing about Grandma Snider's is its real Country Style flavor. Not too sweet! Not too tart! Smooth as silk! So extra good it's long since outgrown Grandma's kitchen, but it's never outgrown that country flavor. Ask for a bottle at your grocer's today and see if it doesn't "taste like home!"

Snider's  
CONDIMENTS  
VEGETABLES  
FRUITS

*The Snider Folks*

And if it's *Shrimp or Shellfish* for dinner—  
serve it with Snider's tangy Cocktail Sauce!  
Delicious! . . . Remember, too, there's  
Snider's Old Fashioned Chili Sauce . . .  
and a whole line of Snider's vegetables  
and fruits in can and jar . . . all  
with that *Special Snider Flavor*  
If the Snider Folks put it up . . . It tastes like home

Copyright 1941 by General Foods Corp.





SWEEPING HIS ARM TOWARD THE BLEAK TOWN OF LIBRARY, PA., JOSEPH PURSGLOVE INDICATES WHERE PLANT WILL TEST MAKING OF LIQUID FUELS FROM COAL

# GASOLINE FROM COAL

Pittsburgh company plans to try it on a grand scale

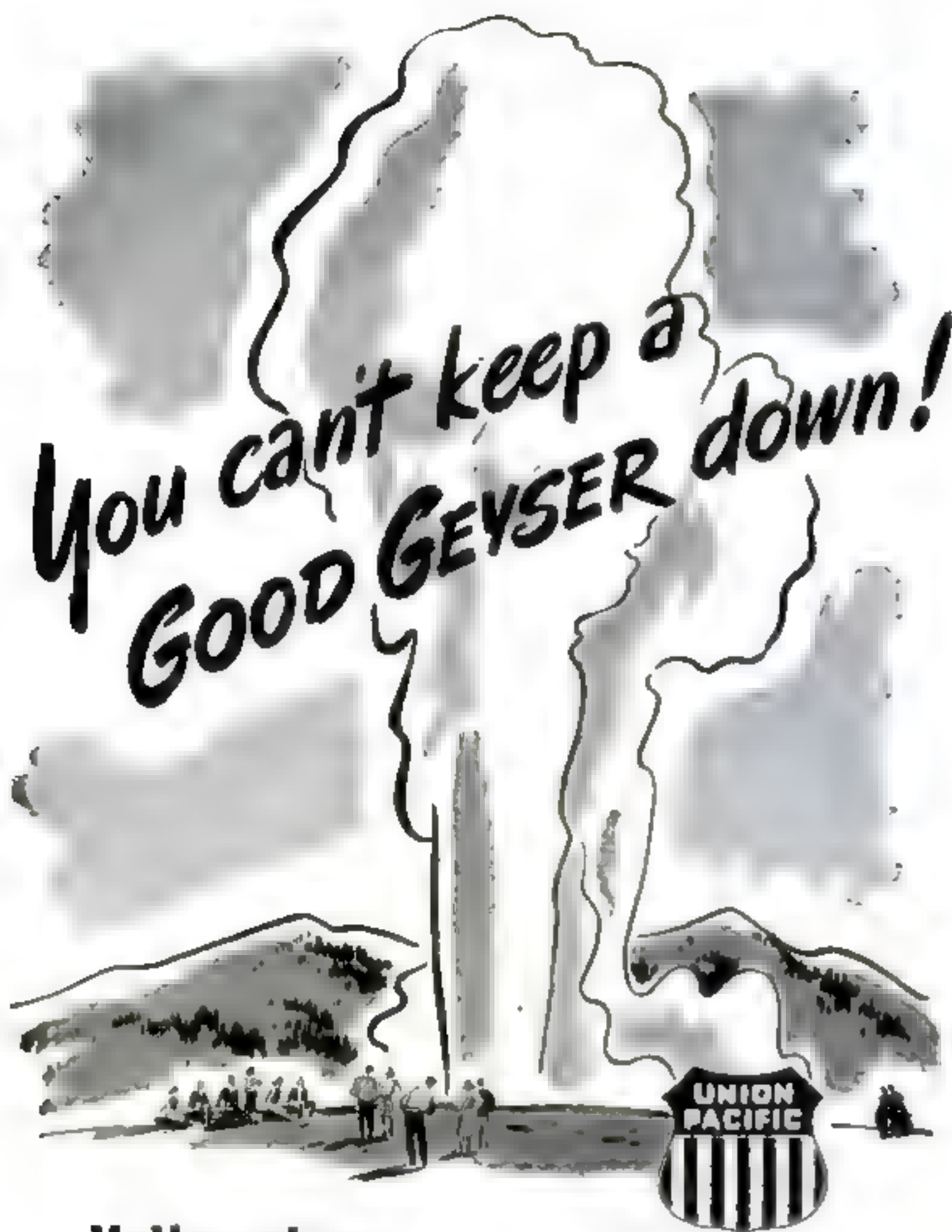
Last week the U.S. got an exciting look at one blueprint of its industrial brave new world. Instead of mining coal to be burned in lumps, the Pittsburgh Consolidation Coal Co. proposes to make it into gas and liquid fuels. Says Consolidation: a pilot plant will be finished with the help of the Standard Oil Co. of New Jersey before the end of this year. If it proves successful, Consolidation will build a full-scale plant near Pittsburgh to turn out 400 million cubic feet of gas or 14,000 barrels of high-test gasoline a day.

Consolidation's ambitious plan, first revealed in a series of articles in *FORTUNE*, may well forecast a major revolution in the U.S. fuel industry. If a large part of U.S. coal production is turned to the making of gas and liquid fuels in the places where coal is dug out of the ground, the dirty and expensive handling of coal will be substantially cut down. More important, the synthesis of gasoline, diesel fuel and lubricating oils from coal will liberate the U.S. from its life-and-death dependence on its petroleum reserves.



ORGANIZERS OF PROJECT are George Love (left), president of Pittsburgh Consolidation Coal Co., and Joseph Pursglove Jr., vice president in charge of research.





**Yellowstone** National Park again presents its star attraction, Old Faithful Geyser. Every 60 to 80 minutes, its steaming column soars skyward.

With its many geysers . . . its multitude of other fascinating spectacles . . . Yellowstone is one of America's greatest vacation regions. And you can add to the enjoyment of your trip by including nearby Grand Teton National Park, famous for rugged mountainous beauty.

Union Pacific takes you direct to the West Yellowstone entrance . . . nearest to Old Faithful. And on your way there, you can stop over at Denver and Salt Lake City. Yellowstone-Grand Teton also can be visited as a side-trip enroute to or from the Pacific Northwest.

## UNION PACIFIC RAILROAD

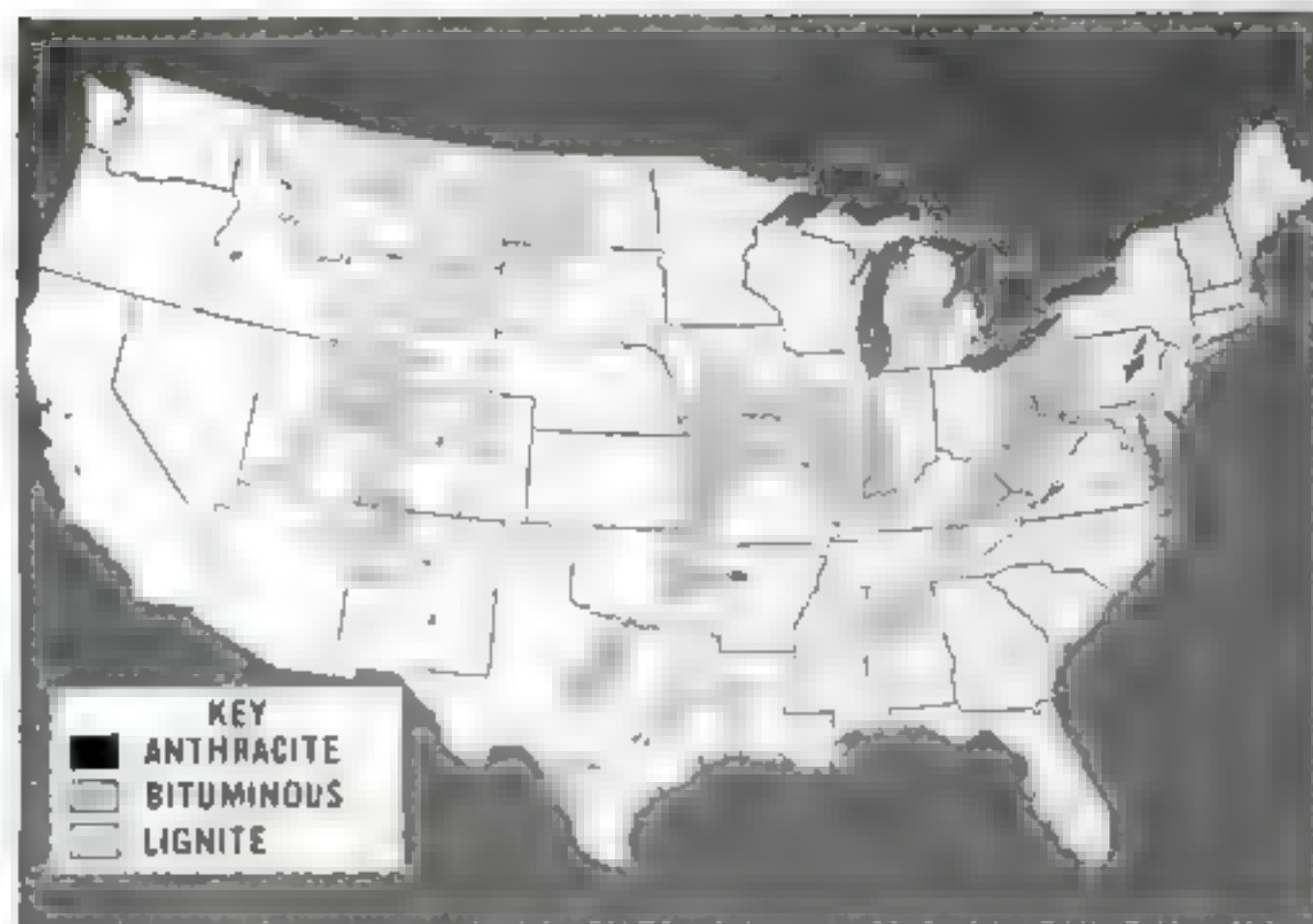
ROAD OF THE *Streamliners* AND *Challengers*

Union Pacific Railroad,  
Room No. 61, Omaha, Nebraska.

I am interested in a  
train trip to Yellow-  
stone-Grand Teton  
National Parks.  
Please send further  
details.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## Gasoline from Coal CONTINUED



**U.S. COAL RESERVES** are 3.2 trillion tons, enough to fill all present U.S. fuel needs for a comfortable 1,000 years. Subbituminous coal and lignite, now not economical to mine, can be used to make gas and liquid fuels.

**MODEL PLANT WILL BE  
A CONTINUOUS PROCESS  
FROM MINE TO PRODUCT**



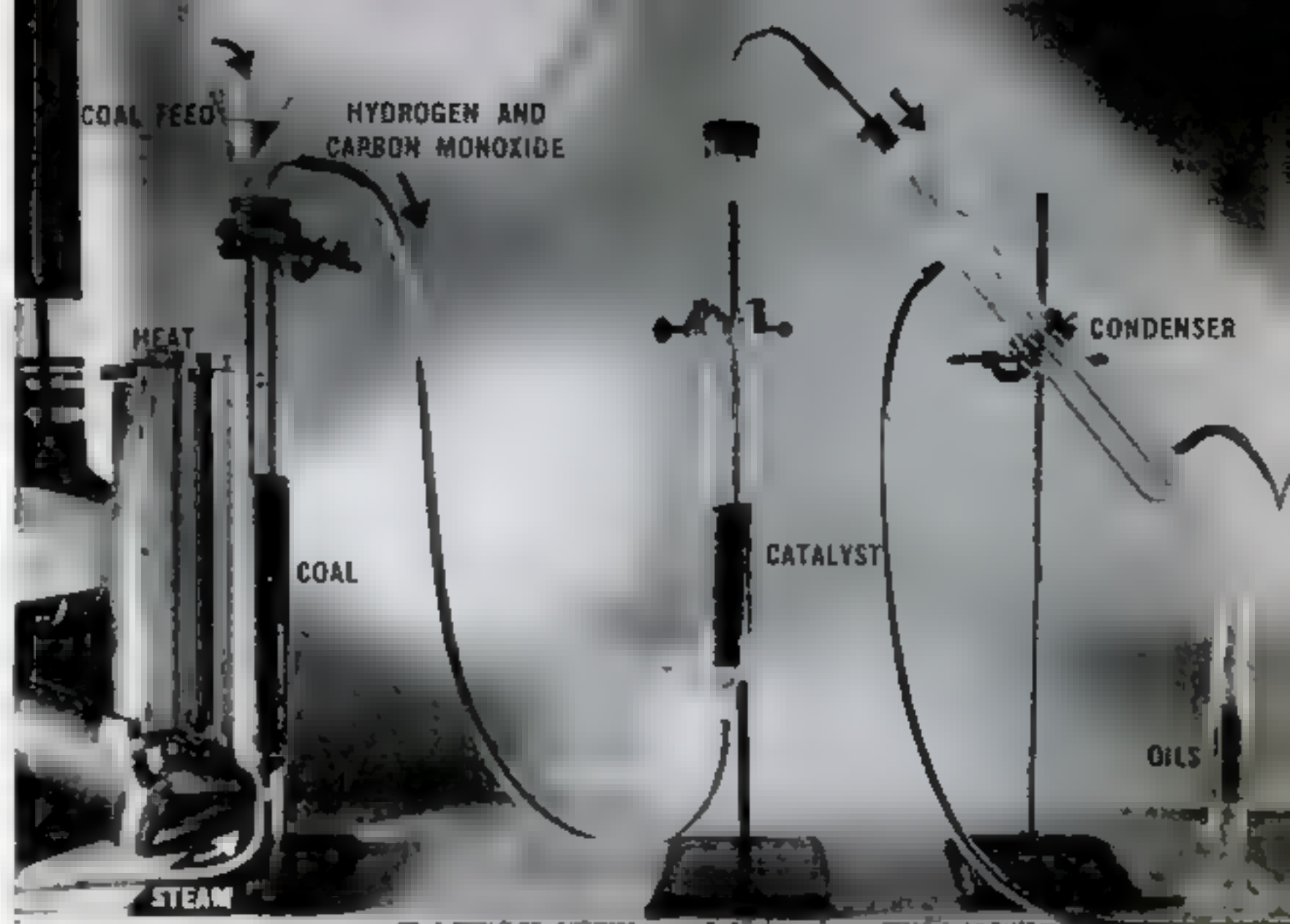
**COAL MINE OF THE FUTURE**, reprinted from *FORTUNE*, extracts coal from the ground and feeds it through four main stages of a continuous process to make city gas and liquid fuels. Pulverized before it enters the process, the



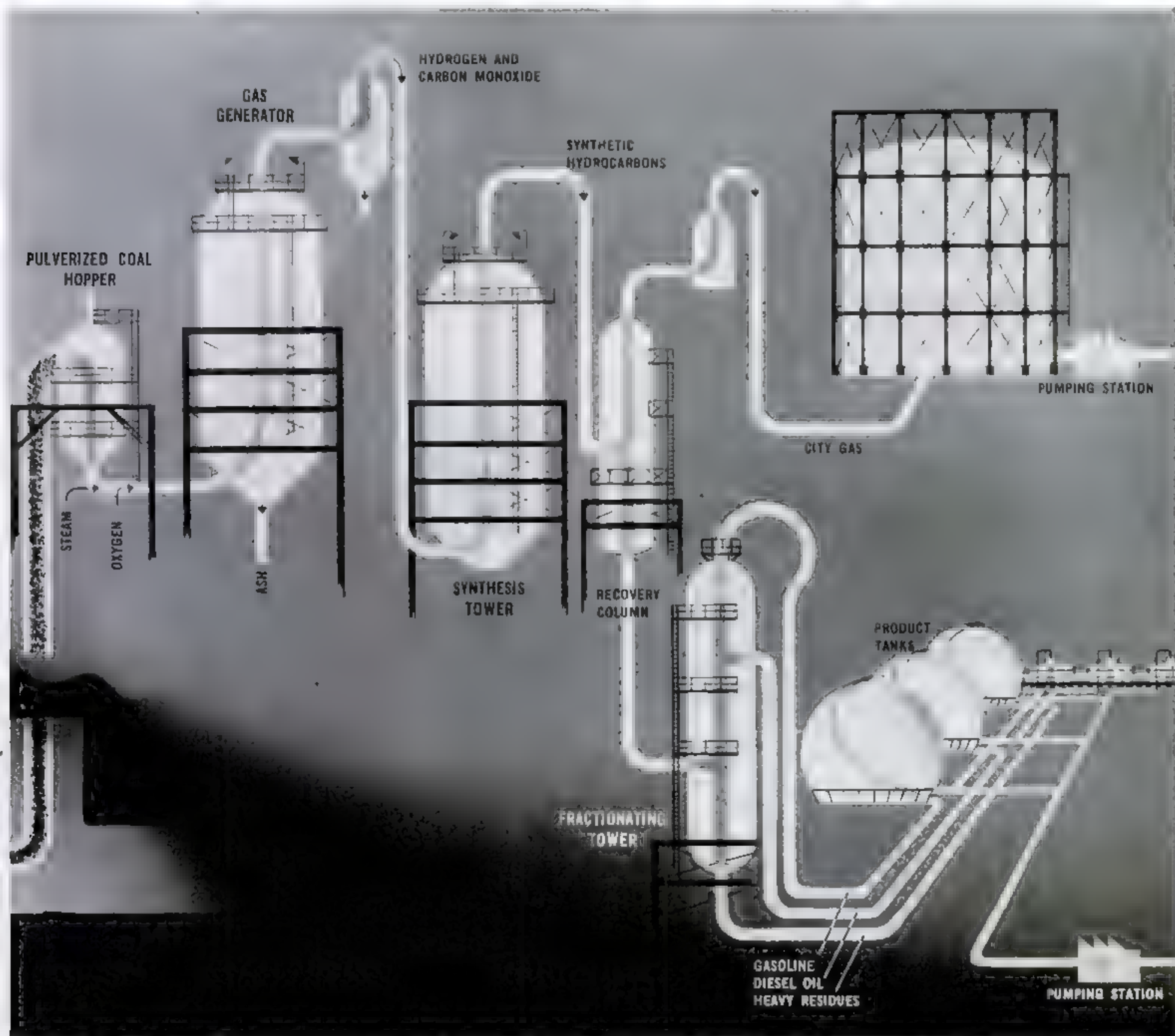
# PROJECT WILL CONVERT COAL INTO LIQUID FUELS RIGHT AT THE MINE

Consolidation's plan to make liquid fuels from coal begins with the fact that coal is a rich blend of various combinations of hydrogen and carbon atoms. If these hydrocarbon constituents of coal are taken apart, they may be reassembled into other hydrocarbons such as diesel fuel and gasoline. A simplified laboratory demonstration of how this is accomplished is shown at the right. How the process is adapted to a continuous industrial process is shown in the drawing below.

Using coal to make liquid fuels is a respectable old idea. The German chemical engineer Friedrich Bergius first developed such a process in 1910. Twenty years later Franz Fischer and Hans Tropsch worked out another method. Under the pressure of their wartime petroleum shortage, the Germans developed the Bergius and Fischer-Tropsch processes on a large scale. Now U.S. chemical engineers are improving the work of the Germans so coal can eventually compete with the much cheaper processes which refine gasoline from petroleum.



**LABORATORY MODEL** illustrates making of liquid fuel from coal. Coal is burned in tube at left, generating gas which is passed through catalyst in center. Without being changed, catalyst directs synthesis of gas into mixture which drips into vessel at right.



coal is burned in the presence of steam and oxygen to produce a mixture of hydrogen and carbon monoxide. This gas is then passed through a catalyst which synthesizes it into complex hydrocarbons. These are separated into their various fractions in the tower

at lower right. The machine in the mine at the lower left, which has not yet been designed, undercuts, drills, removes and pulverizes coal in one smooth operation. Consolidation's pilot plant will use coal mined by normal methods and pulverized aboveground.



*Stuck  
for time?*



the  
quick  
way to get  
information—  
...where to buy  
things you need  
...where to find  
repair services is  
to

Use the  
**YELLOW PAGES**  
of your  
Telephone Directory

# Gasoline from Coal CONTINUED



**PILOT PLANT** at the Bayway, N.J. laboratory of the Standard Oil Co. is the forerunner of pilot plant Consolidation Coal will build this year. Towers above synthesize the gas produced by burning coal into a crude mixture of liquids.



**CRUDE MIXTURE** of oil, water and alcohol is tapped from the tank after it is produced in synthesis towers. Standard Oil already uses similar process to make liquid fuels from natural gas at a larger pilot plant located in Louisiana.

# HOLIDAY

The most talked about  
Pipe Mixture in America

★  
*Aromatic in  
the pack...  
Aromatic in  
the pipe!*



LARUS & BRO. CO., INC.,  
RICHMOND, VA.

## GARRARD world's finest RECORD CHANGER

For people  
who will  
trade a  
few extra  
dollars for  
the privilege of  
hearing the finest  
possible presentation  
of their prized  
recordings.



Look for Garrard in your  
new phono-combination

SEND FOR THIS FREE BOOKLET  
"Don't Overlook the Record Changer"

In simple, non-technical language it tells all you  
should know about Garrard's new record changer. Buy  
your phonograph or combination set with Garrard  
Sales Corp., Dept. 111, 3158 Ave. New York 7, N.Y.

## ONCE OVER AND A CLEAN SHAVE *Marlin* BLADES

DOUBLE OR  
SINGLE EDGE  
12 for 25¢

America's Big  
Shaving Buy



# OTIS



**UNDERWEAR  
AND HOSIERY**  
for men and boys

Ask for OTIS by  
name... you'll get  
full size for maxi-  
mum comfort, fine  
finish that means a  
well-made gar-  
ment, plus longer  
wear.

**OTIS UNDERWEAR**  
57 Worth St., New York



# MEAT

*Rally 'round the Roast!*



*Easy-carving  
rolled roast of beef*

Beef is a complete source of protein, iron, and other essential nutrients. It's a versatile ingredient that can be used in a variety of dishes, from steaks and roasts to burgers and stews. Beef is also a good source of B vitamins and zinc.

Beef, like all meat, supplies complete, high-quality protein—the kind

that's essential for building and repairing tissues in the body. Beef also provides a rich source of iron, which is important for the production of red blood cells and the prevention of iron deficiency anemia.

**AMERICAN MEAT INSTITUTE**  
Headquarters, Chicago • Members throughout the U. S.



This Seal means that all nutritional statements made in this advertisement must be acceptable to the Council on Foods and Nutrition of the American Medical Association.





# Leaf Hopper AT SPEONK

YES, THE LEAF HOPPER IS THE BUG. The Hedge Hopper—the airplane—is out to get him and a billion others like him . . .

In Long Island's great potato belt, Leaf Hoppers were doing fatal damage, carrying the virus of Hopper Burn from plant to plant, leaving the fields "burned" and withering. From Speonk, Long Island, came a distress call to Shell Agricultural Scientists.

These Research men were known for their work in developing "oil base sprays" and machines to use them. As one assignment, they had conducted the largest controlled experiment on record, fighting another variety of Leaf Hopper on 15,000 priceless acres of California grapes—saving the vines and crop from Hopper Burn.

Answering the call from Speonk, Shell men directed the spraying, by airplane, of one-half of a

potato field with Shell Vapona D-42—D.D.T. in an oil base—the other half with another combination. A few days later the first half was fresh and vigorous. The other half, succumbing to the Leaf Hopper virus, was burned brown.

Shell's achievement was to produce an effective spray in *concentrated form*—make it suitable for use from airplanes or light field equipment, saving time, labor, and money.

One gallon of Shell oil base spray does the work of 20 gallons of water base spray.

Shell's original idea that oil was the right vehicle had to be proved every step of the way. By selection of crudes, special refining, and everlasting testing, Shell Research reached that result. With a full line of "pest-tested and plant-tested" oil base sprays, Shell makes another basic contribution to agricultural science . . .

Development of Vapona and other agricultural sprays is only one research achievement by which Shell demonstrates leadership in the petroleum industry, and in petroleum products. Wherever you see the Shell name and trademark, Shell Research is your guarantee of quality.





# Henry Morgan

Radio's freshest wit makes a business of kidding his sponsors

by ROBERT LEWIS TAYLOR

**W**ITH the possible exception of the screened tetrode, Henry Morgan is the healthiest development in radio in the last 20 years. Bumptious, derisive, brimming with jokes about the vulgarity of his medium, he is making a notable career out of biting the hand that feeds him. Morgan's half-hour comedy program, sponsored by Eversharp, Inc. and broadcast Wednesday evenings at 10:30 EST by ABC, is accorded by a sizable cult the kind of fanaticism Sinatra gets from the bobby-soxers. Although Morgan's audience is different, most of the members being fairly adult and wearing full-length hose, it is no less intense. One time when he announced his departure from the air for an extended period a woman telephoned the studio and tearfully begged him not to do it. On another occasion a sensation-ally convulsed man in the studio audience tried to claw his way to the stage in the middle of a program and shake the master's hand.

On the whole such manifestations of the American spirit please Morgan. He likes to see people drop their inhibitions and enjoy themselves. He began shedding his own at a precocious age and has been at it pretty industriously ever since. In recent years various sponsors and radio officials have suggested that he tense up a little, but without visible results. During a dull program Morgan once auctioned off the entire executive staff of the Mutual Broadcasting System, man by man. The group brought \$83, including goodwill. He then sold the announcers in pairs, so they wouldn't get lonely. While working as an announcer in Philadelphia he contracted the habit of inserting the names of the studio manager and others similarly august in the daily list of missing persons. He always found the resulting confusion gratifying, but it never enhanced his standing with the company. Owing to his incurable penchant for ad-libbing and to his casual outlook on advertising, Morgan has had considerable trouble with his employers. His current romance with Eversharp Schick razors, which began last Oct. 16, has been to date comparatively tranquil. This may be ascribed to a determined callousness developed by the company officials. Within certain limits he is permitted to plug their product in his customary vein, which is a kind of offhand, good-humored sneer. When Morgan interrupts his comedy and says, "We will now hear the world's longest commercial," the officials wince



HENRY MORGAN and his Airedale, Shag, model an early Morgan product. Adler Elevator Shoes ("Now you

can be taller than she is") Sponsor Adler first resented, then tolerated and finally applauded antics like this.

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# Do you have to FORCE your child to take a laxative?



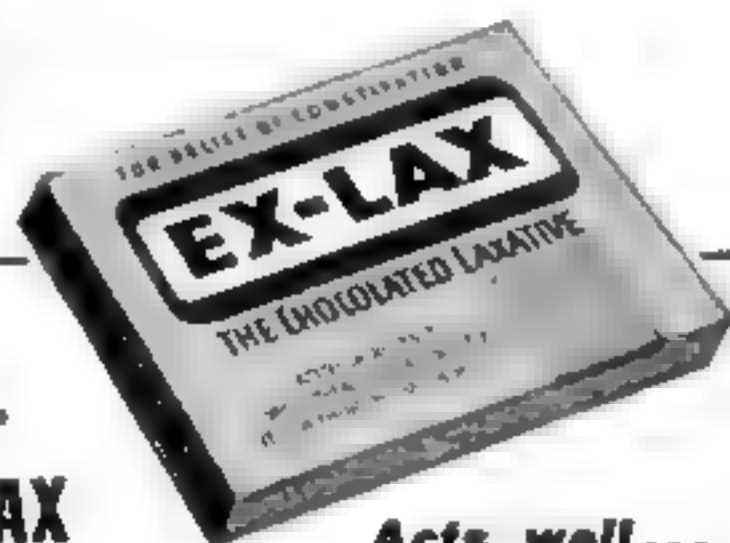
**D**OES YOUR YOUNGSTER rebel at the laxative you give him? Do you have to *force* it down his protesting little throat to get him to swallow it?

That's such needless, old-fashioned punishment! Today, millions of considerate mothers give their youngsters Ex-Lax when they need a laxative! And how the children go for that delicious chocolate taste of Ex-Lax. They just *love* it!

Most important, Ex-Lax is a laxative that parents have learned to trust! It does its work thoroughly

and effectively, yet *gently* too! Not too strong, not too mild, Ex-Lax is the "Happy Medium"...a happy solution to the laxative problem for grown-ups as well as children.

No wonder Ex-Lax is America's favorite family laxative — *used by more people than any other laxative*. Last year alone, over 40 million boxes of Ex-Lax were sold! As a precaution, use only as directed. 10¢ and 25¢ sizes at all drug stores.



When Nature forgets...  
remember EX-LAX

Acts well...  
Tastes swell

## GIRARD PERREGAUX

*Time Watches since 1791*



17 jewels  
14 Kt Gold, \$60.00  
Gold Filled, \$47.50

17 jewels  
14 Kt Gold \$120.00  
Gold Filled, \$60.00

Sold by Selected Jewelers... 17 jewels from \$40... Write for Booklet B  
Girard-Perregaux Watches, 9 Rockefeller Plaza, New York 20 • In Canada: Hamilton, Ontario

## HENRY MORGAN CONTINUED

but make no audible outcry. They are now convinced that such dubious tributes sell razors. Other sponsors have been more sensitive. The makers of Oh Henry candy reluctantly bade Morgan goodbye after a series of broadcasts which they were unable to view in a complimentary light. During one session Morgan said, in the routine advertising tone, "Yes, Oh Henry is a meal in itself." Then he added, "But you eat three meals of Oh Henrys and your teeth will fall out." A program or two later, rising to greater heights of admiration, he described some of the candy's more compelling virtues for the young and wound up by saying, "Feed your children enough Oh Henrys and they'll get sick and die."

One of Morgan's sponsors, Life Savers, had a sufficient dosage after a single broadcast in which he attempted to demonstrate that the company was mulcting the public by drilling a large hole in the

center of the confection. He indicated that he would soon appear on the market with a supplementary product known as Morgan's Mint Middles. As a supposedly straight announcer Morgan once lost a contract for one station by expanding on the slogan of Frank Dailey's Meadowbrook, a New Jersey nightclub. To the statement "only 45 minutes from Times Square" he added, "If that's where you're starting from, or if you have a motorcycle with a triple over-drive."



MORGAN TASTE TEST involves opening cigarettes, eating the tobacco.

Morgan expended a lot of energy organizing a school for doctors who practice no medicine but just pose for the ads. He derives great satisfaction from reading such commercials as, "When better cars are made Buskirk will make them. Buskirks are now rolling off the assembly line. As soon as we can keep them on the assembly line, we'll be able to make deliveries." Occasionally, however, he finds his material distasteful and advises his audience to switch over to something worth while. At one time, when he was on the air at 6:45 p.m., he suggested that his listeners turn to Lowell Thomas. For the next broadcast he tried to bring a portable radio into the studio and tune Thomas in for them but was prevented by an FCC ruling.

Morgan's affair with the late Jesse Adler, maker of Adler Elevator Shoes, is one of the milestones of radio. For some reason the idea of elevator shoes struck Morgan as fascinating, and he dwelt on them at length. The horrendous potentialities of the then obscure 15-minute program he was helping support broke gradually upon Adler, a mild, guileless man. To begin with he found himself companionably referred to over the air as "Old Man Adler." Then, tuning in with accelerating interest, he heard his commercials, upon which the firm had labored exhaustively, scrambled in rather curious ways. "An Adler Elevator Shoe is a meal in itself," Morgan would announce, and maybe vary this with, "Wake up your liver bile with a pair of Adler Elevators." Frequently he would address the advertising more or less directly to the maker. "Old Man Adler," Morgan said on one occasion, "claims that Adler Elevators make you two inches taller the instant you put them on. That claim is correct—you can be two inches taller, if you're able to stand up in them. But what about the trousers, Adler? Do they stretch, too?" The inexhaustible variety of slurs that Morgan managed to level at elevator shoes had Adler fairly groggy for a while. There was a time toward the beginning, Adler admitted once, when he was about to fire Morgan and possibly sprinkle him with buckshot. But all sorts of people, many of them only slightly higher than a dachshund, turned up for the wonder shoes, saying, "Morgan sent me." Adler was too good a businessman, in view of these conditions, to take umbrage over trifles, and besides, as he told himself, the commercials seemed to be shaping up a little. Only that day Morgan had said, "If any of you men listening to me (always presuming, of course, that someone is listening to me) are of short or medium height and would like to be taller (as who wouldn't except a 6-foot soldier in a 5-foot trench), here are two suggestions: 1) You can place a rope around your neck, throw the end of it over a convenient tree and pull away. In this way you can become as tall as you want to. . . . The other way, and the one I recommend, is to change to Adler Elevator Shoes." Adler regarded this plug as bordering on the rhapsodic, and he continued the program. Before long he was a thorough devotee of Morgan, on esthetic as well as commercial grounds, and was invited to make a guest appearance,



during which Morgan belabored him quite soundly. The maker of elevator shoes eventually had "Old Man Adler" engraved on his stationery and even made a little joke about Morgan. "I am looking for the nurse," he told the press, "who dropped Henry on his head when he was a baby. She deserves a medal."

Morgan is 32 years old. He is of medium height himself, though no elevator case, and inclined to be somewhat stocky. His face is round, his hair is brown and wavy, and his expression alternates between a kind of injured belligerence, as if a sponsor had just complained of a low blow, and satisfied but fleeting amusement, which generally follows one of his own jokes. His rapid-fire smiles are often disconcerting to strangers, who during conversations find themselves facially lagging. Morgan has a quick mind and hops nimbly from one subject to another, like an indecisive sparrow in an unusually bushy tree. Sartorially he is a standout on the brightest day, his clothing running mainly to jackets in arresting checks, and bow ties of weird and splashy design.

Morgan has not always been so richly upholstered. Time was when he scarcely knew where his next microphone was coming from; his story, in fact, is solidly rooted in the tradition of the struggling artist. About his nativity he is likely to say, "I was born at an early age of mixed parents, man and woman." More specifically he was born in 1915 in New York City, the son of Mr. and Mrs. Henry von Ost. His father was then a solicitor of accounts for the Harri-man bank and is presently an insurance salesman. Henry went to public grade school, where he was near the bottom of the scale in deportment, and then to the New York High School of Commerce, where he soon discovered that he and double-entry bookkeeping were incompatible. His father shifted him to the Harrisburg (Pa.) Academy, a prep school. The Academy management also found him ill-adapted to discipline. Once, directed to the headmaster's study for a pep talk on mischief, he found that the headmaster had stepped out for a second but had left a dish of ice cream behind. Morgan ate the ice cream, left a nickel in the dish and returned to his quarters for a nap. He managed to graduate, however, and his mother thereupon introduced him to a friend in the radio business, through whom the boy got a job as page for the princely sum of \$8 per week at station W.M.C.A. He is remembered there today as the worst page in the history of the station. One authority, in fact, recently computed his worth to the company, at the very outside, as around \$5.50. To begin with he talked all the time to the other pages, to the receptionist, to workmen and to various visiting strangers. Also, as guide, he was likely to steer a group of women sightseers into some place which was not included in the regular itinerary, like the men's room, and leave them stranded. This byplay continued for four months, and then Morgan talked himself into a position as staff announcer at \$18 a week. Seventeen years old, he was, he believes, the youngest announcer in radio.

At first he did news broadcasting, then went on the night shift announcing dance bands and finally landed a newscasting job with

CONTINUED ON NEXT PAGE



THE EVERSHARP SCHICK RAZOR, product of Morgan's current sponsor, leaves the user's face like this according to a still posed by the comedian.

IF YOUR SKIN ITCHES AT ALL



TRY ZEMACOL

Skin irritations are never pretty. Don't add to their unsightliness by what you put on them. Apply ZEMACOL for quick relief. It forms an invisible film of medication that soothes and protects but doesn't show on your skin.

✓ **INVISIBLE**—doesn't make an eye-sore of a sore skin. No one knows it's on but you.

✓ **GREASELESS**—doesn't stain your clothes or bedding.

✓ **MEDICATED**—Antiseptic, Germicidal, Fungicidal. Fights infection; kills germs, bacteria and fungi on contact.

Sold with a money back guarantee. 50¢ and \$1 at all drug stores.



A Norwich Product



Reg. U. S. Pat. Off.



*James Crow and his neighbors  
toasted Kentucky's first  
IRON HORSE in 1835*



THOSE IN THE KNOW - ASK FOR

**OLD  
CROW**



*Kentucky Straight*  
**BOTTLED IN BOND**



*A Truly Great Name*  
**AMONG  
AMERICA'S GREAT WHISKIES**

Kentucky Straight Whiskey • Bourbon or Rye • 100 Proof • National Distillers Prod. Corp. • New York

**HENRY MORGAN** CONTINUED

one of the networks. He lasted a month before being fired for tardiness. At a Philadelphia station where he worked next he was fired for the same reason. Hearing about an announcing job in Duluth, Minn., he applied for it by mail and got it without an audition.

Posterity may eventually tabulate Minnesota's reactions to Morgan, but many details are presently lacking. In general the citizens were stunned. The cold, bracing, northwest air appeared to sharpen his imagination. His job was originally chief announcer and then program director, with a short daytime program of his own. This last feature was widely viewed as a unique contribution to Minnesota culture. For awhile Morgan played uninterrupted recordings of sound effects, principally automobile crashes; then he interspersed them with a commentary, or lecture, of pure gibberish. He dug up several records of Chinese funeral music and played these, singing along with them, for a week or so. Now and then, perhaps in the interest of raising his Hooper rating to one, he played normal, melodious recordings, but when they were finished he generally tossed them over in the corner and broke them. Stirred by the shock which greeted these ventures, he took to the street for an "interviewing" program. It was known, inevitably, as the *Man on the Street* and it ran into difficulties from the start. The main trouble was that the weather was so cold Morgan could never find anybody on the street and he walked along interviewing himself. He became remarkably proficient at dialects, which is one of his strong points today. "Good morning, madam," he would cry, "what brings you out on such a stinking day?" Then he and the fictitious lady would have a pleasant little chat and he would hail an imaginary farmer. On one occasion, he believes, he actually did get a store proprietor out on the sidewalk for a brief exchange.



AT AGE OF ONE, Henry Morgan was fat, heavily dimpled, mischievous.

In a few months Morgan decided that Duluth was an infertile field for his operations, and he moved first to station WNAC in Boston and then to WOR in New York. Impressed by his relentless determination to make jokes, the studio officials gave him a 15-minute program on Saturday morning. "Do what you please with it," they told him, and he took them literally. His scripts, as a rule, were written on the insides of empty match folders and consisted of hasty, elliptical notations like "Need good 5¢ psychiatrist" and "Do fake soap opera." One of his best jobs was done partly on his left cuff and partly on the back of a laundry ticket. When he got tired he played records, some of which made his musical interludes at Duluth seem as pallid as a string quartet. He found a number of recordings in Arabic, several in Hindu, a collection of Bantu tribal chants from Africa, a Polynesian selection which featured a circle of natives beating on gasoline tins with wooden blocks, a rain chant by American Indians, and others more exotic. The late Robert Benchley, who was a Morgan fan, sent him a recording which appears to have been made by a group of idiots humming in Spanish. At this early stage Morgan began giving weather reports. "Snow, followed by little boys with sleds" was a favorite, and there were others: "Low pressure areas from Cape Hatteras to the base of the skull"; "high winds, followed by high skirts, followed by me."

Meet Mr. Morgan, as the program was called, became so popular that it was put on the Mutual network, expanded to three broadcasts a week and then to six, at 7:15 p.m., with the title changed to *Here's Morgan*. Various sponsors, who signed for spot commercials, came and went. He ridiculed them all. Many of them, like Jesse Adler and, currently, Eversharp, steeled themselves and ignored it; others raised assorted howls. Chateau Martin, for instance, called Morgan into a conference and asked him if he was telling people *not* to buy their product. "Why, no," Morgan replied, "I'm just telling them it's a good wine, if they like wine." He once remarked, in a friendly and confidential tone, that the beer in Greenwich Village wasn't very good. He got dozens of indignant telephone calls from brewers, bartenders, truck drivers, drinkers and other interested persons. As many as possible of these calls he took during his program, putting them on the air. Another time Morgan advised his listeners to "drink iodine for a broken arm." WOR's program department reprimanded him crossly and the next day he made a half-retraction. "Evidently," he said, in an uncon-





## "Shall we trade her in for another model?"

"Nothing doing, Jo-Anne. I kind of like little blondes after all . . ."

"Well, it's true boys don't grow up to be beauties, marry millionaires and support their fathers in their declining years . . ."

"Don't rub it in, sweetheart. It will always be a privilege to keep this young lady in lipsticks, I assure you."

Lipsticks later, Bill! But right now there are more important things, as millions of smart, young

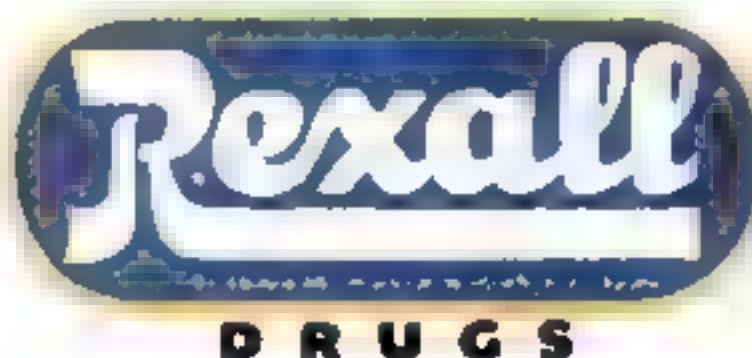
families like yours have discovered. They've learned the reliability rule two generations of doctors and families in America have lived by: *for drug store products, always depend on Rexall.*

For such families, Rexall Laboratories have perfected today's completely modern and complete line of Rexall drugs, prescription drugs and supplies. They know that *when it comes to a baby, you've got to have the best.* You must be able to count on every precaution of science and pharmaceutical skill. That

is why they buy only the safe, sure, pure drug products guaranteed by Rexall—found only in Rexall drug stores.

Over 10,000 such selected independent Rexall drug stores are in business for your good health. You can tell them by the familiar blue-and-orange R-E-X-A-L sign. Remember—what's *best* for baby is *better* for the family, too.

For a lot of fun, hear Jimmy Durante and Garry Moore on the Rexall Drug Radio Show, Fridays, 9:30 to 10 P. M., EST, Columbia Network.



### REXALL FOR RELIABILITY

Pharmaceuticals • Household Remedies • Toiletries



### Special-This-Month at Your Rexall Drug Store REXALL MILK OF MAGNESIA

Pure, mild, effective antacid and laxative for the entire family, from baby to grandma. Easy-to-take flavor. It belongs in every medicine cabinet.



# Bulbsnatching" says Sen. Claghorn "is just a YANK-EE trick"

Hold on there, Senator. We're from the South *and* the North, and we say . . .

**CLAGHORN.** That's double talk . . . Ah say, that's fence straddlin'!

No! General Electric has lamp factories in every part of the country—South, North, East and West. And we say bulbsnatching's wrong wherever you do it.

**CLAGHORN.** General Electric?—Ah say, that's a live-wire crowd. Live wires! That's witty, Son!

Senator, the subject's *bulbsnatching*. People who rob one light socket to fill another leave their families in the dark, invite accidents, and end up straining their eyes with wrong size light bulbs.

**CLAGHORN:** In that case, Son, Ah'm agin' it! Uh—it'll bear investigatin', that is!

Better look into G-E lamp bulbs first, Senator. There's your answer to bulbsnatching. They cost so little, anyone can keep a spare supply on hand. And what a value—extra bright, extra efficient, extra dependable, thanks to G-E Lamp Research which is constantly working to make G-E Lamps *Stay Brighter Longer!* Make sure when you buy light bulbs they're marked G-E—General Electric, that is!

**KENNY DELMAR**  
star of  
**IT'S A JOKE, SON!**  
AN EAGLE-LION FILM

## G-E LAMPS

INSIST ON THE  
MONOGRAM



25, 40, 60 watt 11¢  
100 watt . . . 15¢  
150 watt . . . 20¢  
100-200-300 55¢  
plus tax



### Stay Brighter Longer!

GENERAL  ELECTRIC



## HENRY MORGAN CONTINUED

vinced voice, "I don't know how to fix a broken arm. Better see someone who does."

As Morgan warmed to his work he branched out from radio advertising and burlesqued everything in sight, including most radio programs and their stars. He picked out the Mutual network, which employed him, for special attention. The network heads were horrified when he jumped on one of their pets, *Confidentially Yours*, in which that ambiguous blessing of recent years, a "news analyst," oracularly presented the real facts behind the story behind the news, exclusive. Morgan's parody was entitled *Confidentially Mine* and during it he let the audience in on some of his secret sources. One of them, he said, was "a fellow who looks and acts like a submarine—he comes up with all kinds of stuff." Others included an agent who was disguised as a typewriter in the State Department and a man who lived in a closet in the White House. Morgan's scoops were all along the same exciting lines: "What well-known statesman has come across with what for you know which head of what certain country!" Mutual began to get a little soured on Morgan. It was felt, among other things, that he was not properly deferential toward his bosses. Once when a Mutual vice president walked unannounced into his studio Morgan cried out, "Who's that funny face just come in?" and refused to continue the program until the executive left. The comedian and his employers were also in a constant wrangle over money. When he had talked his salary up to \$350 a week, he asked for a raise to \$600. This discrepancy was still in the discussion stage when, in January 1943, he was called into the Army. Morgan's announcement of his departure was cavalier in the extreme. Mutual first learned of it during his Jan. 25 broadcast, when he said, "Oh, yeah, by the way, I got a card today . . . Morgan goes to war." He left WOR with a good deal of bad feeling all around.

Morgan's war years were not very satisfactory, either to him or to the Army. The only fun he had, he recalls, was as a trainee in Florida when because of his voice he was made a platoon leader. He enjoyed marching his men down the Miami streets shouting commands in phony German. After two and a half years he was discharged—on Aug. 1, 1945. Mainly through the efforts of Adrian Samish, a vice president of the American Broadcasting Company, Morgan returned to station WJZ and ABC rather than WOR and Mutual. Samish, a man with an almost limitless capacity for Morgan's humor, persuaded his company that Henry was the funniest fellow on the air, not excepting Fred Allen, Bob Hope, Jack Benny and Gabriel Heatter, and the present 30-minute, Wednesday-night broadcast was set in motion.

### His hobby is live tropical fish

**F**OR *The Henry Morgan Show* the comedian today gets \$6,500 a week, out of which he pays the musicians and actors and the two writers who help him prepare his weekly script. His own share runs to about \$2,000. The network provides him with an office and has lately assigned to him a publicity man who has the man-sized task of keeping Morgan in the good graces of his sponsors, the public and the press. Interviewers have found Henry a difficult subject to pin down for serious information. A young lady correspondent, somewhat wide-eyed, once asked him about his hobbies. "Flying and tropical fish," he replied. Delighted, she ventured, "What kind of tropical fish?" "The live ones," Morgan told her and, when she began to look confused, he explained that he gave the dead ones to a mouse named Gabriel.

Morgan humor has been likened, not very accurately, to that of practically every funny writer since Chaucer. The best authorities feel that it is not necessarily imitative, or even derivative, but that Morgan is mining an original vein. Morgan, who actually takes the role of funnyman quite seriously, believes that his comedy, as all good comedy should be, is drawn from human foibles. "I try to base it on what goes on in people's minds," he once said in a rare attempt at a definition. His scripts for Eversharp also include a good deal of nonsense that is often pretty funny without being based on much of anything. A monolog from a recent program is perhaps typical of the current material: "This evening I would like you to consider the pocket. . . . The pocket led to the discovery of the pocket magazine—the Morgan Digest—the only pocket magazine that comes with a pocket. At the moment there are thousands of magazines—the big weeklies, such as the *Saturday Evening Bath*, the *Woman's Homely Companion*, *Look*, *Peek*, *Squint*, the *Homeless Ladies' Journal*, *Pick*, *Click*, *Eversharp*—Schick, that is. Then there are the funny magazines like *Foul Murder Comics*, and the real funny one, *Blood Bath*. . . . Nobody has time to read them, so all the magazines are sent to my huge digesting plant in Stomach, Idaho.

CONTINUED ON NEXT PAGE

ONLY

# Sunbeam

AUTOMATIC

## MIXMASTER

has all these advantages

DIAL YOUR FAVORITE RECIPE

POWERFUL governor controlled MOTOR maintains automatic Full Power on all speeds. Beaters never vary their speed as batter thickens or thins, up whether set slow or fast for EVEN mixing.

THE CORRECT MIXING SPEED AT YOUR FINGER-TIPS

PORTABLE Pull trigger and off motor and beaters for portable use

AUTOMATIC BEATER EJECTORS

Turn the handle—out drop beaters. No pulling. No messy fingers. Easy to clean.

JUICE EXTRACTOR

You don't attach it—just set it on when wanted.

MIXES MASHES WHIPS BEATS STIRS BLENDS JUICES FOLDS CREAMS

Until you've used the famous Sunbeam Mixmaster you've no idea how fast and easy your cooking, baking, food-preparing can be. That's because it gives you ALL the special advantages that make Sunbeam Mixmaster the great kitchen labor-saver. Over three million enthusiastic users are its best advertisement.

Sunbeam Mixmaster means higher, lighter, velvety-textured cakes . . . creamy-fluff mashed potatoes . . . smooth-as-silk icings, sauces . . . more juice from the same oranges. No end to its usefulness—to the time and arm-work it saves. The supply is increasing—see your dealer.

SUNBEAM CORPORATION, Dept. 53, Chicago 50, Ill. Canada Factory: 321 Weston Rd., So., Toronto 9

Famous for Sunbeam TOASTER, IRONMASTER, COFFEEMASTER, SHAVEMASTER, etc.



# How to buy a fountain pen...



## 1. LOOK AT ALL BRANDS!

You have a mighty wide range to choose from...so we urge you to look at all brands and write with them!



## 2. SEE AND WRITE WITH VENUS!

Now, look carefully at a Venus pen. Examine it closely. Feel it. Balance it. And...write with it!



## 3. THEN...LOOK AT THE PRICE!

We think you'll agree, it's Venus for value every time. But you decide. See all the prices and compare!

*Venus Hooded Pen only \$5.00*

*Venus Standard Pen only \$3.50*

If it's value you're after...pick VENUS!

For sheer writing pleasure plus a mighty reasonable price only \$5.00—see this new Venus Hooded Pen. You'll like its satin-smooth white metal clip and matching clip. You'll appreciate its patented hood that assures you instant touch and flow! And, you can use quick-drying (writes dry) or regular ink. If you want a thrifty, smooth-writing pen, pick the Venus President, only \$3.50.

EVERY PEN IS BACKED BY THE VENUS GUARANTEE  
— by the makers of famous Venus Pens.

**VENUS**  
American Pencil Company

VENUS MATCHING-PEN AND PENCIL SETS  
\$5.00, \$6.75 and \$11.00.

## HENRY MORGAN CONTINUED

There the articles are condensed and reprinted in the Morgan Digest, a family magazine which appeals both to youngsters and to people in the middle ages. It is printed in every language, including Chartreuse and Uranium. There's a special kiddies' edition that comes with the pages already torn out. There's a subway edition, which you paste inside your glasses. During the rush hour, when you have one hand clutching the subway strap and the other on your wallet, you simply turn the pages with your eyelashes. I wish I had time to tell you about our special limited trial offer, which ended last night...it applies to all quintuplets, one-eyed Jacks and survivors of the Alamo. This offer is good everywhere—except in the U.S., of course...

Morgan usually creates literature of this sort on Sunday afternoons in the two-room apartment at the Park Central Hotel where he lives with his wife, the former Isobel Gibbs, an actress to whom he was married last summer. They met two years ago, after Miss Gibbs had come east from her native California in search of a job. Mrs. Morgan is blonde, handsome and ambitious for her husband, whom she regards as one of the great clowns of history. They are socially active, dining frequently with friends in New York's better-known restaurants. On their evenings in they read a good deal, Morgan going through newspapers, periodicals and books for program ideas. His own library includes such fountainheads of humor as *The Psychoanalytical Theory of Neurosis*, Trotsky's *Appraisal of Stalin*, and a sizable volume of Japanese floral arrangements. As a carry-over from his bachelorhood he still meets with an all-male group for a Saturday-evening session of poker, which he plays without any noticeable trace of humor, generally becoming thoroughly peeved if he loses.

On Tuesday and Wednesday he goes to his studio in Rockefeller Center to rehearse the program. The rehearsals are mostly relaxed and good-natured; Morgan clowns around some, ad-libs, encourages the other actors to ad-lib and throws out material with both hands, uttering such cries as "Stinks," "Unfunny," "Terrible" and "What could I have been thinking of?" With one curious exception, he delivers his lines, both at rehearsals and on the air, with a kind of casual, defensive sarcasm. In dealing with material about children, Morgan, his friends think, comes closest to revealing his innermost and carefully guarded self. Many parents have expressed mild concern over the comedian's radio messages to children. As a rule he asks the parents to step out of the room while he has a heart-to-heart talk with the tots. Then, perhaps, he will advise the children to run away from home and become smugglers. "It's exciting, it's healthy, it's a wonderful life," he will say. "Get out now before it's too late." The few people who know Morgan well think this counsel may represent a subconscious struggle to escape the web of responsibilities that grows up around celebrities. They wonder if he is as happy with the impressive half-hour show as he was when he worked from the match folders. One or two well-wishers have expressed alarm lest he succumb to big-money advertising and settle into docile orthodoxy. As one of them recently said, "If this happens, what radio will need, of course, is a new Henry Morgan."



AT HOME in their two-room hotel apartment, Morgan and wife Isobel, a former actress, play gin rummy at a quarter of a cent a point. She usually wins.



# IT HAPPENED IN THE STRANGEST PLACES...



## IT HAPPENED IN AN ICE-BOX!..

It was 20 below when they met...but it didn't take them long to start a heat wave!



## IT HAPPENED IN THE PARK!..

Even the lovebirds were jealous of the way these two traded hugs 'n' kisses!



## IT HAPPENED IN A NIGHT CLUB...

First she blew warm...then she blew cold...while the music just blew hot!



## IT HAPPENED IN THE DARK!

ALLIED ARTISTS PRODUCTIONS, INC. presents

DON ANN CHARLIE VICTOR GALE  
DeFORE • HARDING • RUGGLES • MOORE • STORM

IN ROY DEL RUTH'S

# 'IT HAPPENED ON 5TH AVENUE'

...and it  
hasn't been  
the same  
since!

with  
GRANT MITCHELL • EDWARD BROPHY  
EDWARD RYAN, Jr. Produced & Directed by ROY DEL RUTH  
Associate Producer, JOE KAUFMAN



Screenplay by EVERETT FREEMAN - Story by HERBERT CLYDE LEWIS  
& FREDERICK STEPHANI • Musical Score by EDWARD WARD  
Music and Lyrics by HARRY REVEL & PAUL WEBSTER



# Old Charleston

A romantic painter finds its lovely homes haunted by bittersweet memories of the past

Since the War, which in Charleston always means the War between the States, old Charlestonians have often been "too poor to paint, too proud to white-wash." Yet, where other U.S. cities have turned their architectural relics into static museums, the families of Charleston have somehow managed to keep their homes as places to live in. Those who have had to sell have sold the old houses to folk who, even though they may be Yankees, cherish and preserve them. Today the fine homes of Charleston are an impressive parade of the past, marching sedately from Broad Street down to the Battery.

To capture this living past LIFE sent Artist Hobson Pittman to Charleston and its nearby plantations. He produced the romantic pastels which are shown on these pages and which are now on exhibition at New York's Milch Gallery.

Some old Charlestonians remember having been taught as children that "Charleston is the place where the Ashley and Cooper Rivers meet to form the Atlantic Ocean." For two centuries before the War between the States, Charleston did indeed seem to be that important. As the rice and cotton capital of the southeastern seaboard it enjoyed great prosperity and a gracious, cultured way of life. Prosperity departed with the War, but the flavor of Charleston's high ante-bellum days remains in its soft-spoken, gentle folk who still say "cyar" and "gyarden," and in its lovely homes which each spring become bowered in flowering wisteria, magnolia, azalea and the feathery tamarisk.

Behind the high garden walls of Charleston the tempo of life since the War seems hardly to have changed at all. Pittman found it curiously similar to the Charleston which Henry James described in *The American Scene* 40 years ago.

"Poor bittersweet Charleston . . ." wrote James. "Up and down and in and out, I strolled from hour to hour. . . . It was a city of gardens and absolutely of no men—or of so few that, save for the general sweetness, the War might still have been raging and all the manhood at the front. The gardens were matter for the women . . . and that small company—rare, discreet, fitting figures that brushed the garden walls with noiseless skirts in the little melancholy streets—were clad in a rigour of mourning that was like the garb of a conspiracy. . . ."





**DR. RANDOLPH'S HOME** on Rutledge Avenue, which was built in the 1880s, is a perfect example of Charleston's late Victorian period. Artist Pittman shows Miss Leila Waring, a member of one of Charleston's old families, come to pay

a social call on Mrs. Harrison Randolph, whose husband is retired president of the College of Charleston. Carrying a furred black umbrella, Miss Waring waits in the drawing room among the tinkling chandeliers, love seats and hourglass chairs.

CONTINUED ON NEXT PAGE





**MISS POPPENHEIM'S HOME** at 31 Meeting St. was built before 1790. It has a lovely garden with a flowering orange tree which, says Artist Pittman, "perfumes the whole piazza." Almost all of Charleston's porches or piazzas face toward the

south to get warm sunlight in the winter, shade in the summer. Sometimes just at dusk Miss Louisa Poppenheim, a gentle, alert lady in her late 70s, goes down to her garden pool to summon her gullfish for food with a little hand dinner bell.



**IN MISS POPPENHEIM'S DRAWING ROOM**, lit only by oil lamps, she likes to serve guests some of the potent golden wine which she made for her father from their own scuppernong grapes. Miss Poppenheim's father, descendant of a

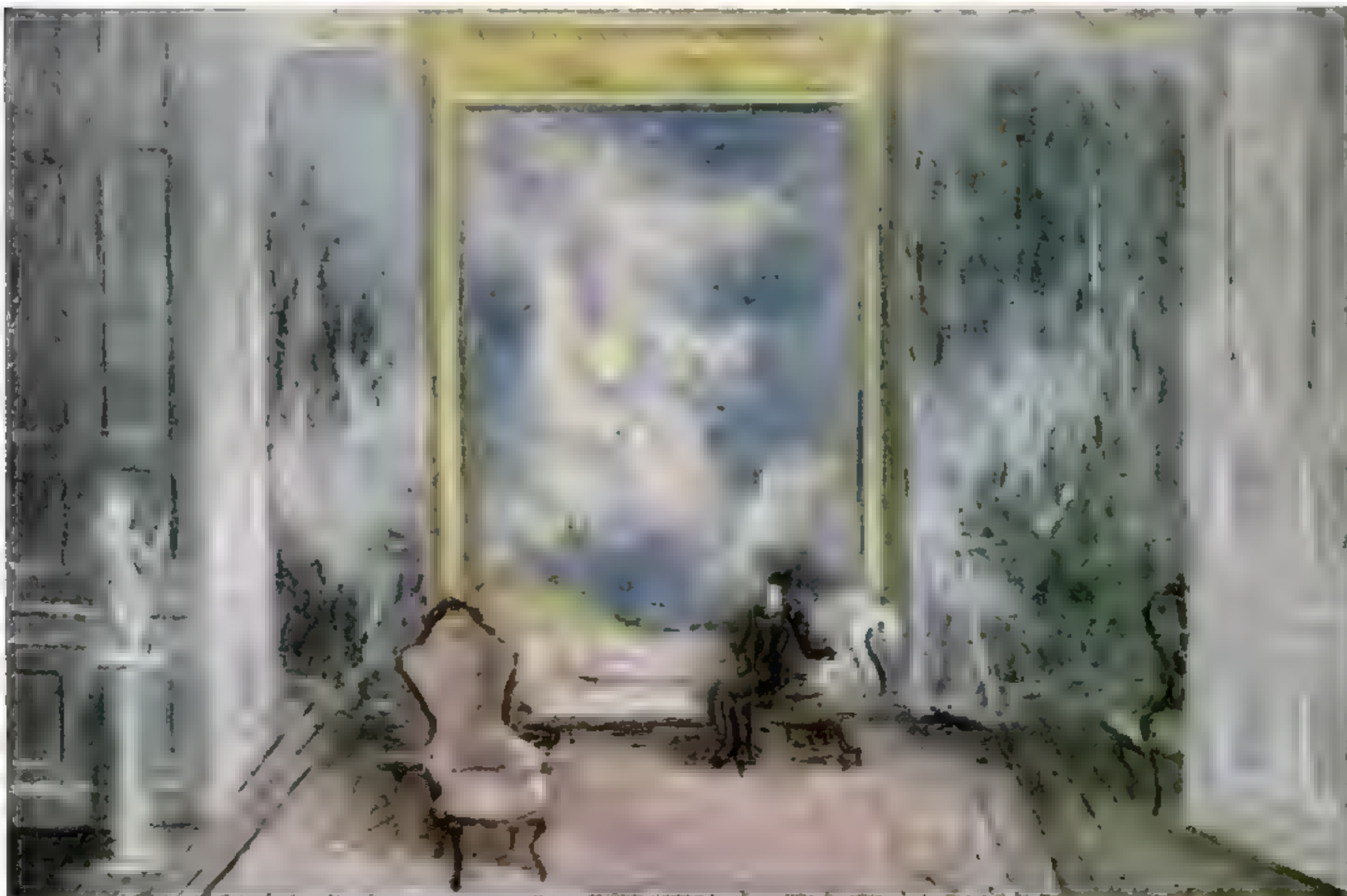
Bavarian-born British soldier who settled in Colonial Carolina, was a planter who turned merchant, completely reversing Carolina's aristocratic tradition. His four daughters also shocked Charleston in the 1880s by going up North to Vassar.





**PUNKIN HILL CHAPEL**, with its high-backed pews and chastely classic pulpit, is one of the oldest places of worship in the "Low Country." This early Huguenot country church, which is still attended by Protestant Episcopal plantation

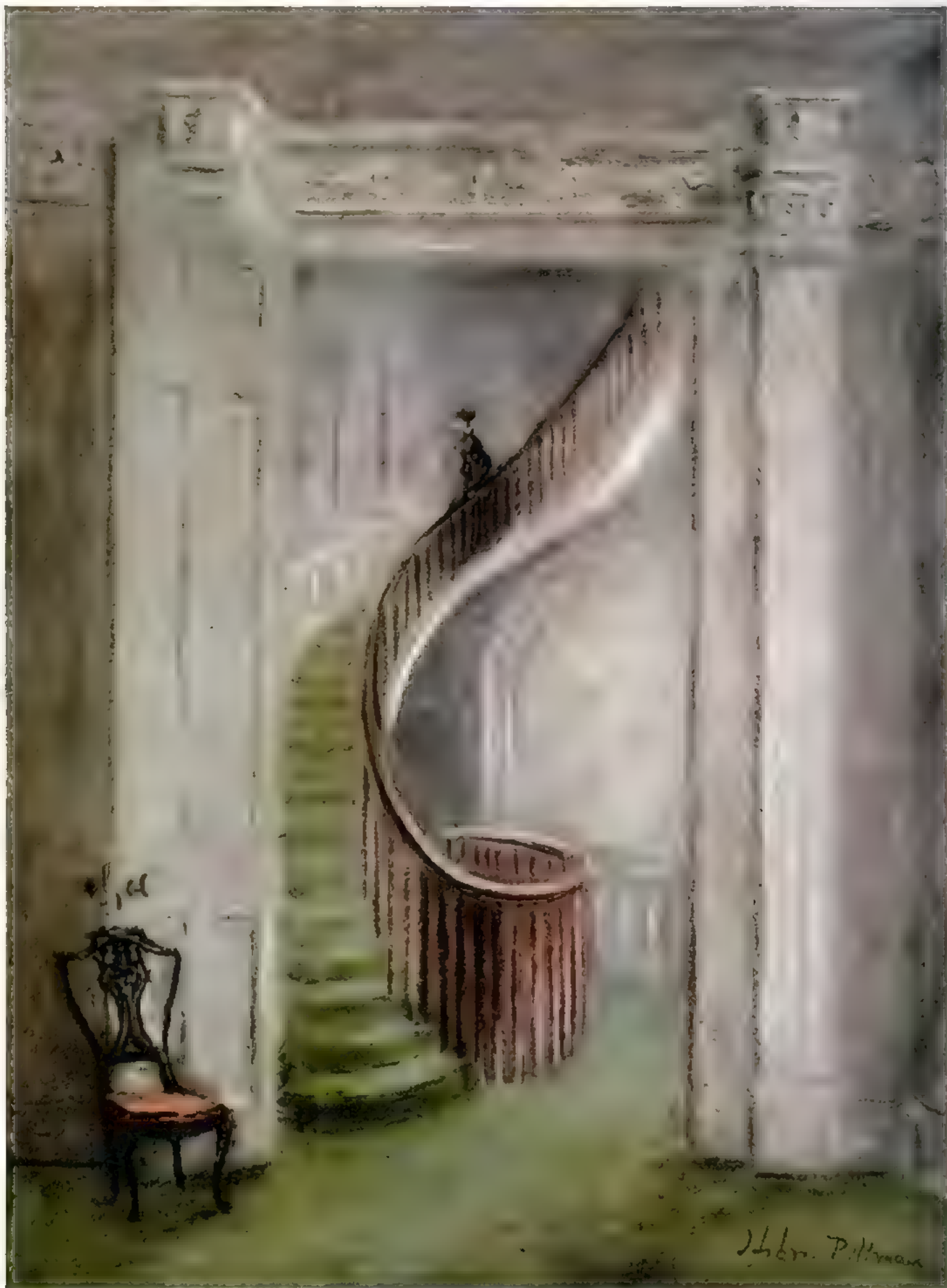
owners, was built in 1763. It perches on a pleasant run of bluff, originally called Pompion Hill, overlooking east branch of the Cooper River. Southern colloquialism has slurred "pompion," archaic spelling for "pumpkin," into "punkin."



**THE MILES BREWTON HOUSE** on King Street, built about 1765, is pure Georgian Colonial. Its high-ceilinged drawing room is reflected in a large French pier-glass mirror, in front of which sits Miss Susan Frost, owner and descendant

of pre-Revolutionary Merchant Miles Brewton. Muffled to the ears in chill winter weather, Miss Susan explains that central heating, which old Charlestonians hate as much as do their British cousins, would crack the beautiful paneling.





ASHLEY HALL, built in 1815, is famed for its flying staircase, which is as solid as Fort Sumter yet seemingly unsupported. Architects gather around whenever it needs repairing to try to find out what holds it up. Descending the staircase

is Miss Mary Vardine McBee, the headmistress of Ashley Hall, now a girls' preparatory school. She founded her school some 40 years ago for girls "who cherish still those amenities of feminine culture which give Southern life its charm."



# This is the story of Annie...



NOW ANNIE WAS...



AS BEAUTIFUL A GIRL...



AS EVER WAS PUT TOGETHER!



WHY, WHEN ANNIE WALKED  
DOWN THE STREET...  
**WOW!**



YET ANNIE HAD HER BAD  
MOMENTS...LIKE ANY OTHER  
GAL.



AND YOU WANT TO KNOW WHY?  
ANNIE'S HANDS WERE A  
MESS, ALWAYS ROUGH AND  
DRY, LIKE SANDPAPER.



AND WHEN A MAN WANTS TO  
HOLD A GIRL'S HANDS...  
EVEN A GIRL LIKE ANNIE  
...HE DOESN'T WANT TO  
WEAR GLOVES...



THEN, LUCKILY, FANNIE TOLD  
ANNIE ABOUT AN ENTIRELY  
NEW AND DIFFERENT HAND  
LOTION! THE **BEFOREHAND**  
LOTION...TRUSHAY!



SO ANNIE SMOOTHED  
CREAMY, FRAGRANT TRUSHAY  
ON HER HANDS BEFORE SHE  
DID DISHES...BECAUSE TRUSHAY  
GUARDS HANDS EVEN  
IN HOT, SOAPY WATER!



AND ANNIE PUT TRUSHAY ON  
HER HANDS BEFORE SHE TUBBED  
HER UNDIES...SO TRUSHAY'S  
SPECIAL "OIL-RICHNESS" COULD  
HELP PREVENT DRYNESS AND  
ROUGHNESS.



SO NOW ANNIE IS ABLE TO  
KEEP HER HANDS SOFT AND  
SMOOTH AND HOLDABLE...  
THANKS TO TRUSHAY'S  
WONDERFUL SOFTENING HELP.



PRODUCT OF BRISTOL-MYERS



**P. S.** Trushay's grand for softening hands at any time. Wonderful, too, for rough, dry elbows and heels...as a powder base...before and after exposure to weather. Trushay contains no alcohol, is not sticky. Begin today to use Trushay.





①

DIVER MILLER ANDERSON STARTS TWIST THE MOMENT HE LEAVES BOARD (PICTURE 1). HE TWISTS HIS BODY FROM LEFT TO RIGHT IN MID-AIR (2) AS HE SOMERSAULTS



②



④



⑤

ANDERSON FINISHES HIS SECOND TWIST AND HIS FIRST SOMERSAULT, THEN, WITH ONLY A FEW FEET LEFT, HE FLIPS OVER TOWARD THE WATER (4 AND 5). TWO

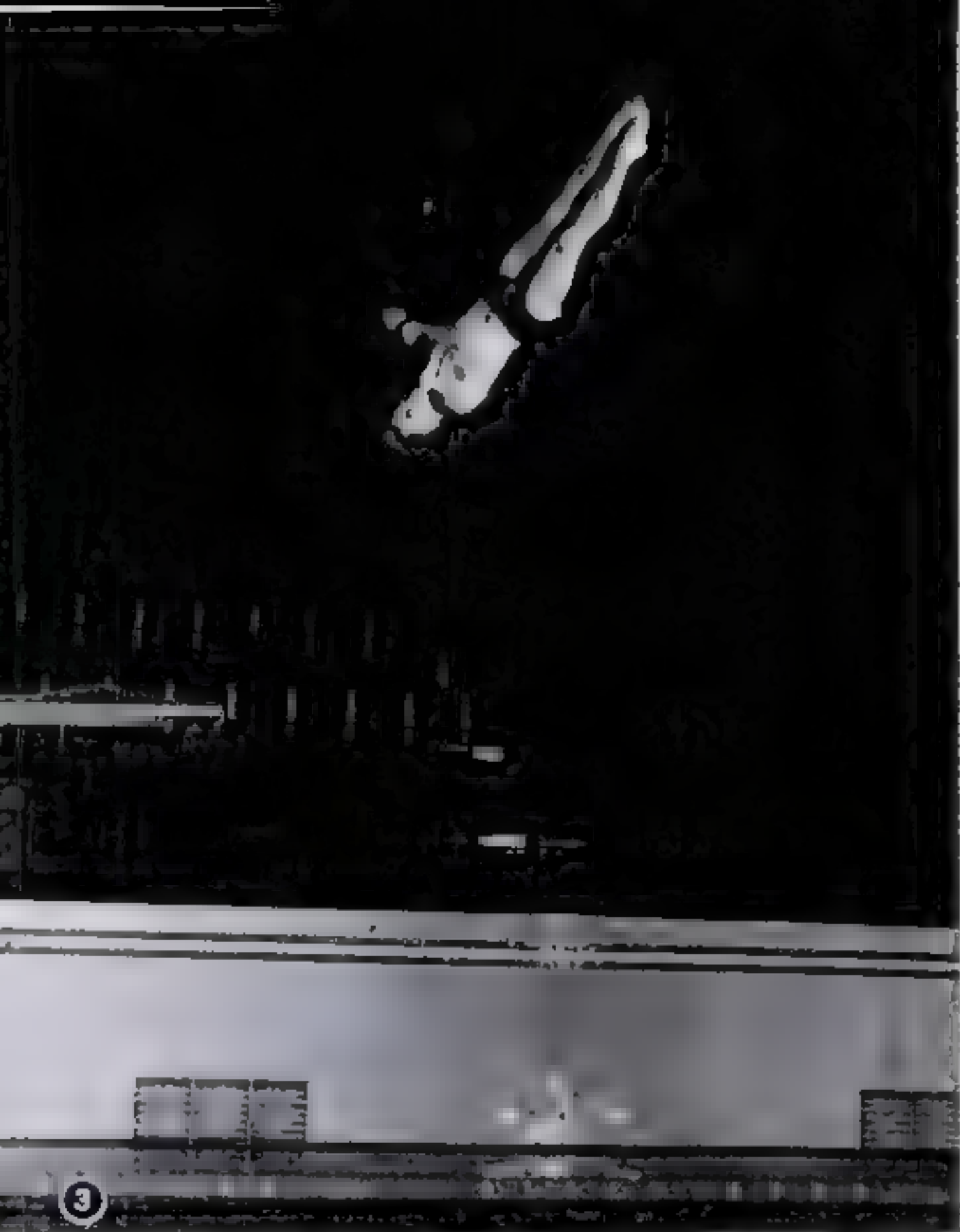
## THE "DOUBLE TWISTER"

Ohio State student adds new twirl to difficult dive and wins the N.C.A.A. award of Swimmer of the Year

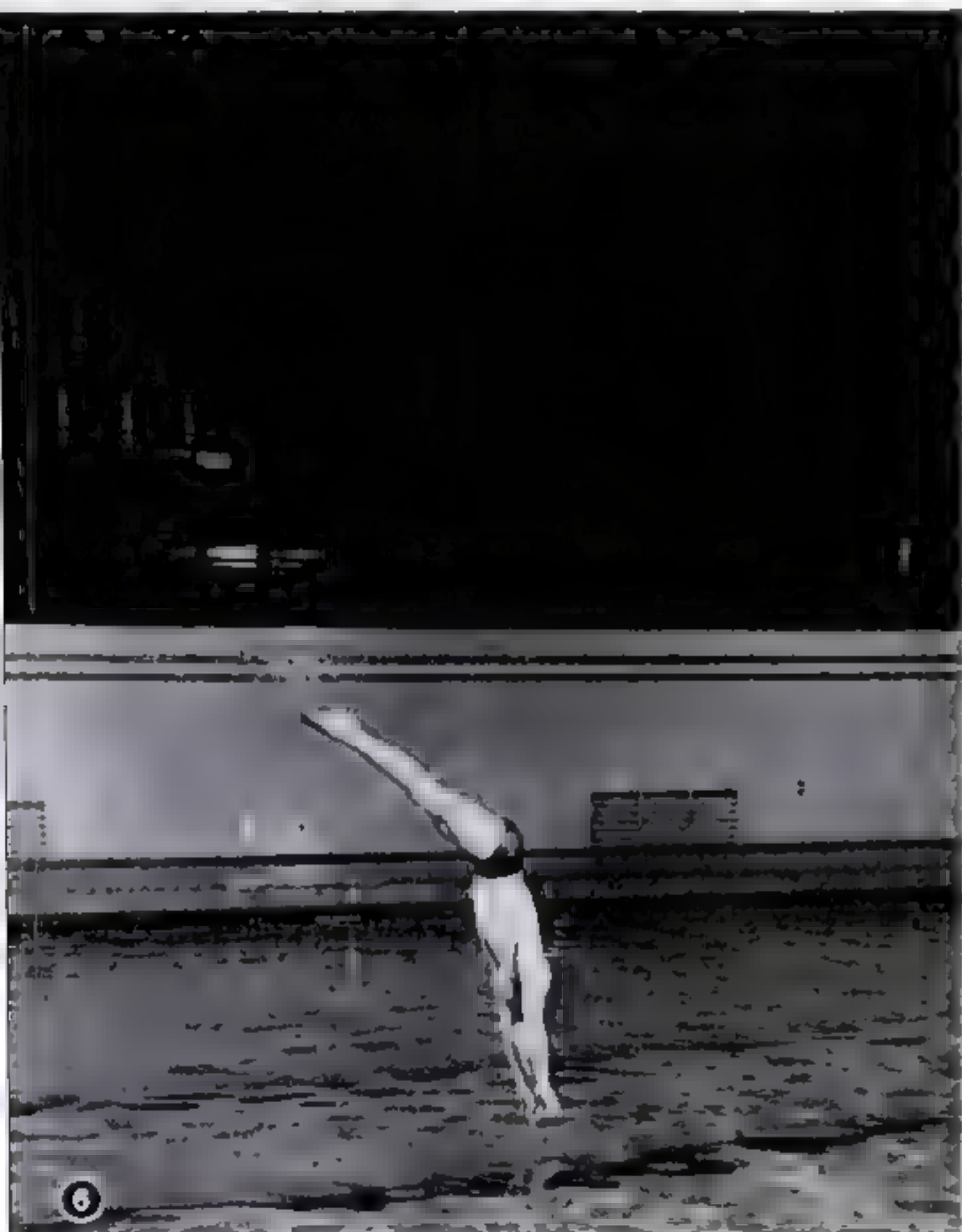
The twisting pattern shown above is listed in the intercollegiate *Swimming Guide* as the "running double twisting forward one and one half somersault." Swimmers call it the "double twister" because it crowls one more twist into the already furious gyrations of exhibition dives. The double twister is officially classed as the most difficult dive that can be performed. By performing it without a mishap, Ohio State University Diver Miller Anderson (*above*) helped his team beat 21 other colleges in the N.C.A.A. Swimming Meet on March 28-29 and won for himself the N.C.A.A. award of Swimmer of the Year.

Diver Anderson invented the double twister in 1942 when he became so pro-





HE COMPLETES ONE TWIST HALFWAY THROUGH FIRST SOMERSAULT (3)



TWISTS AND 1½ SOMERSAULTS FROM START, HE KNIFES INTO WATER (6)

ficient at the more popular single twist that it seemed too easy. Until this year the dive did his team no good in swimming meets because A.A.U. officials had not approved it. This season, however, the running double twisting forward one and one half somersault was officially accepted and Anderson, the only person who can perform it consistently without a belly flopper, has automatically given himself a head start in points over every other diver. Now that he has mastered the feat, he rarely practices it and cannot even explain how he does it: "Things happen so fast," he says, "that I really don't know what I do."

CONTINUED ON NEXT PAGE



"The shock of that whisper ruined my evening!"

"IT WAS bad enough to have to go to the movies alone. But when the couple I sat next to moved away from me—and I heard that whisper—my evening was ruined! It suddenly dawned on me that 'B.O.' was the reason I wasn't popular!"



"WHEN I LEFT the movies I stopped in the store for some Lifebuoy, the soap that is made especially to stop 'B.O.' I made up my mind no one would ever whisper about me again!"



"NOW it's a Lifebuoy bath for me every day! I love Lifebuoy's rich, creamy lather. It's so mild and gentle, too! With Lifebuoy in my daily bath I'm sure of long-lasting and all-over protection against 'B.O.'!"

#### HOW TO STEP UP PROTECTION AGAINST "B.O." (body odor)

Tests prove that Lifebuoy not only stops "B.O." but that you can build increasingly better protection against "B.O." by bathing with Lifebuoy every day. Try it. Bathe with Lifebuoy for just seven days. See how fresh and clean your skin feels. When you know that a daily Lifebuoy bath stops "B.O." faster, gives you longer-lasting protection, you won't ever miss your "BATH A DAY THE LIFEBOUY WAY!"



USE IT DAILY

A PRODUCT OF LEVER BROTHERS COMPANY





As a single Heat-Treated tumbler falls, bounces, stroboscopic photograph catches 18 images.

**"SEE that tumbler bounce!"**

• Fun is fun, you two! But lucky for you that was a Libbey Heat-Treated tumbler! They're extra-hardened to take those knocks and falls. Even quick, hot-cold changes won't break these Libbey die-hards! What's more, those smooth, satiny

rims are guaranteed: "you get a new glass if the Safedge ever chips." Don't they ever break? Yes, sometimes. But Libbey "bounce" tumblers last 3 to 5 times longer than ordinary tumblers—yet cost just a few pennies more!

**LIBBEY HEAT-TREATED TUMBLERS**



LOOK FOR THE HEAT-TREATED MARK ON THE BOTTOM OF EVERY TUMBLER—H. T. IN THE STAR

Copyright, 1947 Libbey Glass Company Division of Owens-Illinois Glass Company, Toledo 1, Ohio

## The Double Twister CONTINUED



MILLER ANDERSON WEIGHS 140 POUNDS, IS ONLY 5 FEET 8 INCHES TALL

## DIVER ALMOST LOST HIS LEG IN WAR

Miller Anderson's new dive is all the more amazing in view of the leg wound (scar on left thigh) he received in the war. When his P-47 was hit, he broke his leg in the parachute jump. Captured by the Germans, he was handed over to Italian doctors who set the pieces of bone side by side instead of end to end. By the time he was rescued his leg was so badly infected that American doctors almost had to amputate it. They finally saved it with a silver plate, but Anderson had to make changes in his jumping style to protect it. Now 24 and a junior, Anderson is studying at Ohio State's School of Commerce. When he graduates, he plans to be a businessman, not a professional swimmer.



*Never a Love so True....Never a Ring so Cherished*



Just you . . . and the man you love . . . together in  
a new-found world of happiness. And on your finger . . .  
the glory of your Keepsake, his gift of magic  
and eternal meaning. When love rules your heart, you want  
the most treasured of all diamond rings . . . a  
Keepsake, the traditional symbol of the engagement. Identify  
Keepsake by the name in the ring, and be sure you receive  
your absolute assurance of quality, the Keepsake Certificate of  
Guarantee and Registration. Better jewelers are  
Keepsake Jewelers. Prices to \$5,000.

A. ARCADIA Set	330.00
Engagement Ring	230.00
Also \$600	
B. HEATHER Set	342.50
Engagement Ring	350.00
Also \$100 to 2475 and	
In platinum \$300 to 3450	
C. LAWRENCE Set	600.00
Engagement Ring	500.00
D. HANOVER Set	225.00
Engagement Ring	150.00
E. EYE Set	525.00
Engagement Ring	400.00
F. JORDAN Set	825.00
Engagement Ring	600.00
Also \$400 to 3950	
Illustrated in platinum	
Available in gold	
\$550 and 750	
G. ASTORIA Set	200.00
Engagement Ring	150.00

All rings illustrated available in white as well as natural gold.  
Rings enlarged to show details.  
Prices include Federal Tax.



KEEPSAKE DIAMOND RINGS, A. M. Pond Co., Inc.  
120 E. Washington, Syracuse 2, New York

Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding" a complete guide to social correctness in planning the betrothal and wedding events . . . with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name \_\_\_\_\_  
Street and No. \_\_\_\_\_  
City \_\_\_\_\_

*Traditionally through Six Decades the Choice of America's Loveliest Brides*





THE SIGNING OF THE DECLARATION OF INDEPENDENCE, PHILADELPHIA, JUNE 1776

# Philadelphia

BLENDED WHISKY

## The Heritage Whisky

### A HERITAGE TO REMEMBER



*"A meeting we accordingly had, and conned the paper over . . . I consented to report it, and do not remember a single alteration."*

FROM LETTER BY JOHN ADAMS TO A FRIEND

Philadelphia, birthplace of freedom, has given us many legacies to remember. Among these lasting traditions is a legendary hospitality, richly sustained by Philadelphia Blend, The Heritage Whisky.

Graciously mild, of most distinguished flavor . . . this is a whisky you might justly cherish for very special occasions. Nevertheless, you can afford to enjoy Philadelphia, regularly and often.



86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS • CONTINENTAL DISTILLING CORPORATION, PHILA.

\*From a Series of Historic Paintings Designed for "Philadelphia"—The Heritage Whisky—Famous Since 1894

© 1947 C. D. Co.





AS A WOMAN WHO HAS GONE FAR ALONG THE ROAD TO DIPSO MANIA, SUSAN HAYWARD IS SHOWN ABOVE IN A FRAMEWORK OF SPLINTERED AND DRIPPING GLASSES

## MOVIE OF THE WEEK:

# *Smash-Up*

Susan Hayward plays drunken wife  
in a study of a broken marriage

After the huge success of *The Lost Weekend* it was inevitable that Hollywood should switch protagonists and make a movie about a female alcoholic. In *Smash-Up* Universal-International conscientiously examines the case of a young nightclub singer (Susan Hayward) who gives up her own career to help her crooner husband. But when he becomes preoccupied with success the marriage begins to fall apart and she takes up serious drinking. As the husband, played by Lee Bowman with all the enthusiasm of a stuffed moose, gets more famous, his wife's lonely sprees become more fre-

quent and unmanageable, produce some of the most harrowing drinking scenes ever filmed.

To make the film authentic Director Stuart Heisler enlisted the aid of Dr. Elvin M. Jellinek, Yale University's authority on alcoholism. Before one scene Miss Hayward even downed two stiff drinks, found she played better cold sober. Although the movie falls short of artistic perfection, partly because of its overlong drinking scenes, it realistically portrays the problems of a shattered marriage and should scare the daylights out of an estimated half-million serious women drinkers in the U.S.





*Ooh la la!*  
*Life Bra*

**for the Lift of your Lifeline**

There is only one Life-Bra—and it's made by Formfit. Only Life can give you the firm, curvaceous *upper Lifeline* you dream about! Because no other bra is so cleverly tailored-to-fit . . . no other bra has the scientifically designed quilted cushions that Lift, Mold, Correct, Hold—all at once. See the proof today, at any of the better stores and shops.

INSIST ON  
**Formfit**  
CREATIONS

*Life-Bra* \$1.25 to \$3.50

Look for this Formfit label. It is your assurance of quality—in fit, fabric, long life.

THE FORMFIT COMPANY, CHICAGO, NEW YORK

**"Smash-Up" CONTINUED**



**THE TROUBLE BEGINS** when Ken (Lee Bowman), a crooning sensation, gives a party handled by his agent's secretary (Marsha Hunt, right). Feeling left out and jealous, his wife Angelica (Susan Hayward) gets roaring drunk.



**ANGELICA GETS DRUNK AGAIN** just as Ken is to take her to Chicago. Too far gone to finish dressing, she is left behind. While Ken is away their baby contracts pneumonia and Angelica desperately phones her husband.

CONTINUED ON PAGE 83



# WHO SAID DOGS CAN'T TALK!



They tell you in wonderful ways  
how it pays to nourish **EVERY INCH**  
of them with **GAINES**

• With clear, bright eyes they'll flash you the message. With merry tails they'll wigwag the signal. With sturdiness, keen appetites, sleek coats, and boundless pep, they'll tell you: "Expert care and nourishing **EVERY INCH** of your dog brings rewards to both dog and master!"

But to nourish every inch of a dog, a food must supply so MUCH...so many things that *meat alone* can't supply. In GAINES there's every type of nourishment dogs are known to need.

Just mix GAINES MEAL with warm water—that's all you need!

But, if your dog goes for GAINES more eagerly when it is mixed with milk, gravy, soup, or meat—by all means please your dog. But GAINES should be the main part of every feeding, to make sure that you nourish every inch of him.

#### And the Economy of it!

You will find GAINES MEAL more economical to feed than any other type of dog food. For GAINES is **ALL** food. You add the water yourself—at no cost. And how dogs love it! It's the largest-selling dog food in America.







## GAINES COMPLETE MEAL

"NOURISHES EVERY INCH OF YOUR DOG"

A Product of General Foods

Copyright 1947 by General Foods Corp.

**SEE** what a single pound  of Gaines supplies! For building strong bodies—as much proteins as in 1½ lbs. beef.  For energy—as much carbohydrates as in 2qts. cooked oatmeal. For strong bones and teeth  the minerals that would be provided by 1¼ lbs. cheese. For sleek appearance and glossy coat—the fats that would be provided by 1oz. butter. For vitality—as much iron as in ¾ lb. beef liver. 

**plus** All the vitamins and minerals dogs are known to need...in more than required quantities

For variety, try Gaines Krunchon, which is Gaines Meal compressed into crunchy pellets



# Berkeley

## windproof lighter



### 1 really windproof

### 2 fluid lasts longer—inside mechanism is

complete lighter in itself—sealed to prevent quick evaporation

### 3 carries spare flint in secret compartment—ready when you need it

### 4 wick lasts years—it's asbestos

### 5 flame-guard built not to break—it's in one piece

### 6 guaranteed for life—unconditionally! We'll repair any damage any time, without charge

ONLY THE BERKELEY WINDPROOF LIGHTER GIVES YOU ALL 6 SURE-FIRE FEATURES

# Berkeley

windproof lighter  
dependable all ways

In glowing Jeweltone or Silvertone finish, \$2.  
Genuine leather covered, \$3.50.  
Gold-plated ribbed, \$4 plus tax.  
Initials engraved, 25¢ extra.  
At tobacco, jewelry, drug, department stores.  
Flashlight Co. of America, Jersey City 2, N. J.



© 1947 FC DCA

## "Smash-Up" CONTINUED



**IN CHICAGO** Ken takes a pre-dawn call but the pretty secretary had answered the telephone first. Suspicious, Angelica hangs up, saying little about the baby's serious illness. By the time Ken gets home she is on another spree.



**ANGELICA WINDS UP** in a blowzy stranger's apartment after an all night drinking bout precipitated when Ken, who has showered her with luxuries and cannot understand her drinking, leaves her and takes the baby away with him.



**THE BABY IS KIDNAPED** by Angelica and driven to her country home. But she soon starts drinking again, burns the house down with a neglected cigarette and narrowly escapes with the baby. The near tragedy reunites the family.

CONTINUED ON PAGE 83





**When you're aboard  
"The Broadway Limited"**

- The Pennsylvania's famous "Broadway Limited" is a good setting for the enjoyment of a famous cigar — Webster. There are five different sizes of Websters, but each cigar is made of 100% long Havana, bound in top-quality Broadleaf and wrapped in finest Connecticut shade-grown. Websters never vary in quality, the blending is never changed.

- Discriminating smokers last year smoked 75,000,000 of these flavory, mild cigars. This year we expect to provide 90,000,000. Try a Webster after lunch or dinner and you'll find out for yourself the secret of this quality cigar's popularity.

**WEBSTER CIGARS**

EXECUTIVE AMERICA'S TOP CIGAR

ADV. BY E.W. GIBB

Golden Wedding, 15c • Chico, 15c • Queens, 18c • Fancy Tales, 25c • Directors, 35c

A PRODUCT OF THE WEBSTER TOBACCO COMPANY, INC., NEW YORK



"Workman's Compensation!"



*Pabst* Blue Ribbon  
"IT'S BLENDED... IT'S SPLENDID!"

© 1934 Pabst Brewing Company.  
Brewery in St. Louis, Mo.



TUNE IN THE EDDIE CANTOR SHOW  
EVERY THURSDAY NIGHT, OVER NBC

THESE BREWS BLEND INTO THE GREAT FLAVOR



# LADY TIPPLERS

Suggestions are offered for improving their behavior

by NOEL F. BUSCH

QUITE aside from its merits as entertainment, *Smash-Up* constitutes an alarming sign of the times. This can be proved by comparing it with its 1909 counterpart, a novel called *The Danger Mark*, by Robert W. Chambers, whose heroine, Geraldine Seagrave, acquired a taste for stimulants by soaking lumps of sugar in the syrup of brandied peaches which she stole from the dinner table and hid in a cologne bottle. Geraldine's vicious habits of overindulgence led her eventually to sip a highball, whereupon she fainted. Her guardian summed up the situation in a nutshell. "It is a shameful thing that it should happen to any woman." (Geraldine had overstepped the Danger Mark.)

In the olden days lady tipplers were rare to start with, and what few there were at least tried to conceal their weakness, shut up in some attic and ignored by society. Of late, however, they have ventured into the broad daylight, and *Smash-Up* shows that everyone is now so inured to the spectacle of Madame or Mademoiselle lurching down the avenue for another quick one that her adventures en route can be regarded as a proper subject for romantic drama.

What the spread of female alcoholism indicates, psychiatrists agree, is that modern women generally and U.S. women in particular are emotionally upset, but as to what upsets them, all the doctors differ. One school says that women are miserable because, despite their advances in recent years, they have not yet achieved economic, intellectual and emotional parity with men. The other school says that women, while advancing, have been advancing in the wrong direction. According to this school their efforts to achieve parity of any sort have merely got them more mixed up than they were in the first place, and they should now go back to cooking, sweeping and attending to their children.

Such division of expert opinion suggests that, whatever may be the cause of women's difficulties, the cure will be long delayed. Hence the immediate question is what, in the meantime, the milder cases can do to make themselves less of a burden to the rest of the population. A few hints may be in order.

First of all, let lady tipplers be reminded once again that the bar is a men's club, not a hospital for housewives with the fidgets. While in it, they should try to act accordingly.

When she enters the bar, the lady should do so without fanfare. Taking a table near the door so that she can leave without annoying other patrons, she should then order some simple potion like beer, wine or whisky which will not distract the barkeep from his major duties. While drinking this she will see to it that articles of personal apparel or adornment do not fall into disarray. If a gentleman accosts her she will reply graciously, as the circumstances indicate, taking good care of her manners.

The lady should not grab other people's fruit, olives or pretzels. She must refrain from patting dogs, cats or other pets who may appear, as these animals are often temperamental. Hat, coat and gloves should not be dropped on the floor. The handbag will be opened if at all only to pay the bill, and there should be no arguments about this matter.

If drunken political discussions start, the lady will refrain from taking part in them. She will eschew gossip, critical remarks and the impetuous rejoinder. No more than half an hour after her arrival, she will get up and go home. Drinking in the home, of course, poses other questions, but at least it does not constitute a public menace.



"Whoa, Mom!  
Can't you take it?"



BABY: Shame, mom! You said you'd like to have a baby's easy life—but now that we've changed places, you fuss!

MOM: D'you blame me, lamb? These straps! This wriggling around! If I'm uncomfortable, how does your tender skin stand it?

BABY: Stand it? Mommy, I'm miserable! And now you know, too, why babies need Johnson's Baby Oil and Johnson's Baby Powder!

MOM: Honey, I'll get 'em—quick! Then what do I do?

BABY: Just this, Mom. After my bath,

protect my skin all over with pure, gentle Johnson's Baby Oil. And don't forget to use it at diaper changes, to help prevent what my doctor calls "urine irritation!"

Other times, I'll thank you for soft, soothing sprinkles of Johnson's Baby Powder, to help keep chafes and prickles away!

MOM: I haven't been a careful mother, have I? Watch me reform!



BABY: Watch me reform too! With Johnson's to take care of my skin, I won't have half as many howls coming!



Johnson's Baby Oil  
Johnson's Baby Powder



Johnson & Johnson





DESIGNED FOR WALTZING, THIS BLACK TAFFETA DRESS STANDS OUT STIFFLY AS DANCER PIROUETTES IN THE THREE POSES SHOWN ABOVE.

## WHIRLING DRESSES

THEY ARE GRACEFUL, ELEGANT

The billowing dresses shown here could have been worn two decades ago, and if California Designer Gilbert Adrian has his way they will still be worn two decades hence. "A good dress," says Adrian, "has a sense of classical lightness that makes it wearable until it falls apart." These dresses are part of a collection of 50, ranging in price from \$115 for a simple daytime dress to \$1,200 for the most elaborate evening gown. Adrian brought them to New York this spring and they caused a minor sensation among fashion wisecracks, professional and

WITH A SWISH OF THE SKIRT, THE WEARER OF THIS HOSTESS GOWN SURROUNDS HERSELF WITH 15 YARDS OF FOAMING PINK JERSEY







**YELLOW JONQUILS NESTLED IN TAFFETA RUFFLES ARE WELCOME DEPARTURE FROM THE STANDARD SEQUIN AND SPARKLE TRIMMINGS**

amateur. Recklessly piling on yards of tulle and silks, Adrian swathed his mannequins in extravagant, swirling gowns which caused one blasé fashion editor to comment, "It was as if they were walking into the wind."

Forty-four-year-old Adrian has been making fashion news for the past 16 years, first in the movies, where he became the world's highest-paid dress designer, more recently as the head of his own \$2 million-a-year business. This season Adrian is making news by repudiating all the new trends. He took his

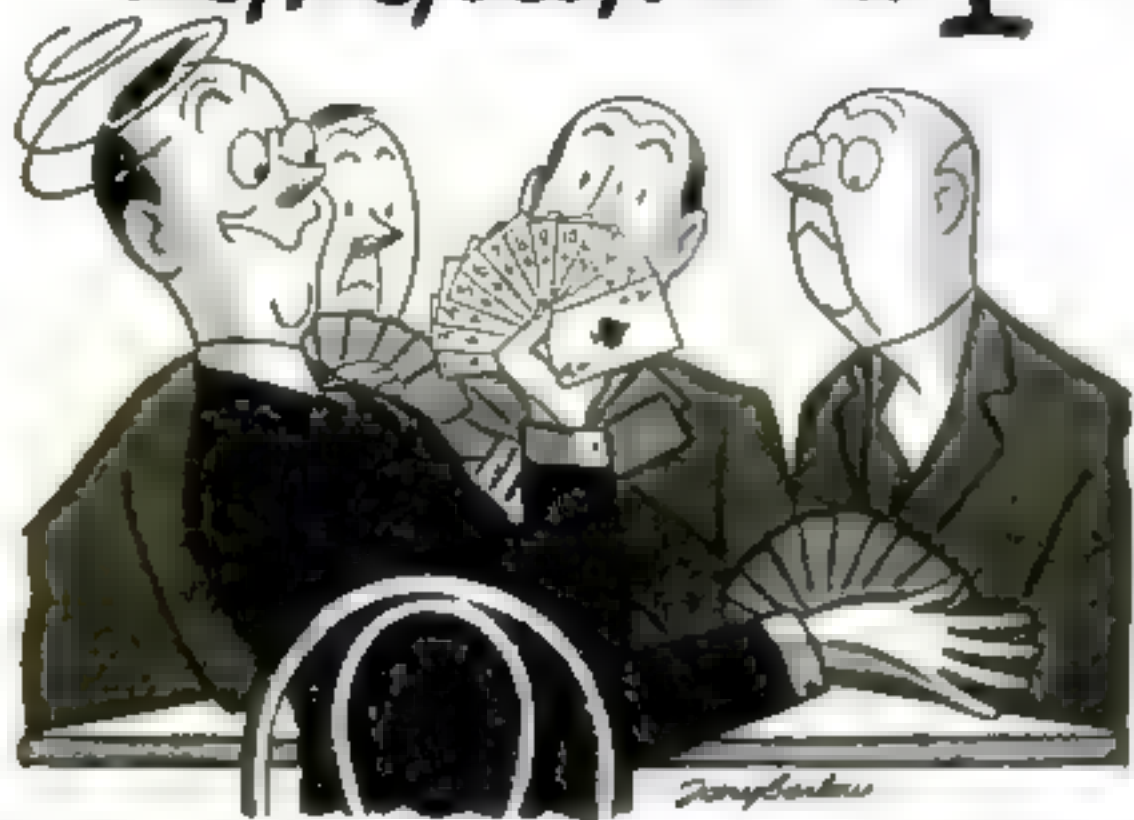
stand in a modest suite at the St. Regis in New York, prefacing the showing of his dresses with a firm speech: "American women's clothes should be streamlined in the daytime, full of imagination at night. I do *not* like padded hips [late, March 3]. To try to make women pad their hips in this day and age is a little like selling armor to the American man." Going even further, he categorically rejected round shoulders, exaggerated length in daytime clothes and short length in evening dresses. Judging from reviews the next day, Adrian got away with it.

**A CLASSIC BLACK DANCING FROCK HAS QUILTED STRAPS AND RUFFLED POCKETS. BLACK WAS MOST POPULAR COLOR FOR FORMAL GOWNS**





The Odds **AGAINST** your getting a bridge hand with 13 cards of the same suit are 158,758,389,900 to 1



FROM "YOU BET YOUR LIFE" by LEO GUILD  
Courtesy Marcel Rodd, Inc., Publishers

BUT the odds in **FAVOR** of your liking  
**MARACA RUM**  
are



301 to 1

Based on statements of prominent purveyors of liquor as to whether they personally like Maraca Rum.

**MARACA RUM**  
*LIGHT AND DRY...*  
in step with the times



It means something when leading liquor retailers agree—301 to 1—that Maraca Rum is a mighty fine rum. It's the modern rum—light and dry. Two types: White Label and Gold Label—each correctly light and dry for its type. Recipes on every bottle. Ask your liquor dealer about Maraca Rum. He's an expert on rum quality.

Distilled, prepared and bottled by Mayaguez Distilling Company, Mayaguez, Puerto Rico. W. A. Taylor & Company, New York City, Sole Agents for U. S. A.



Puerto Rican Rum  
White Label—Gold Label  
86 proof

## WHIRLING DRESSES CONTINUED



**SUMMER SUIT**, trimmed in checked gingham, follows the pattern of previous Adrian suits, which resulted in a wholesale rash of inexpensive copies three years ago. This "triangle silhouette" has broad shoulders, slim hips, skirt 15 inches from the floor. On the theory that this shape is most becoming to a woman's figure, Adrian refuses to change it to conform to the current fads.



# For the *Finest* personal movies

Even beginners can make superlatively fine personal movies with a Filmo camera—and enjoy this delightful hobby for years to come. Painstaking engineering and distinguished craftsmanship result in cameras, silent and Filmosound projectors and other equipment which combine rugged simplicity with refinements preferred by the advanced enthusiast. Available for 8mm or 16mm film. Every Filmo is a "blueblood"  
Bell & Howell Company, 7141 McCormick Road, Chicago 45, Illinois.



## BLUEBLOODS:

*Pointers*, among the finest of the breed, from a painting by Percival Rosseau, internationally famous American artist, copyright by Ackerman Galleries.

*Filmo Auto Load*, the finest 16mm magazine movie camera. Loads in an instant. Makes superb movies in color or black-and-white. At better photographic dealers, now.

**FILMO AUTO LOAD**

by

*Bell & Howell*





# "Got a DATE

with a **Canadian Pacific**  
**VACATION"**



Power . . .  
through the mountain peaks!



Cruise sheltered waters "down North  
to Alaska . . . land of romance.



Banff Springs Hotel . . . luxurious centre  
of a mile-high mountain playground.



St. Andrews-by-the-Sea where fashion and  
sport meet on Canada's glorious East Coast.

West to the Canadian Rockies and Alaska or East  
to Old Québec and the Atlantic seaboard—you  
can't beat a Canadian Pacific vacation! Golf, tennis,  
swimming, fishing, hunting or just loafing—whatever  
you like to do best, Canadian Pacific can show  
you where to find it . . . and take you there in  
comfortable, well equipped trains.

**Canadian Pacific**

RAILWAYS • STEAMSHIPS • AIR LINES  
HOTELS • COMMUNICATIONS • EXPRESS



For full information consult  
any Canadian Pacific office  
or your own agent.

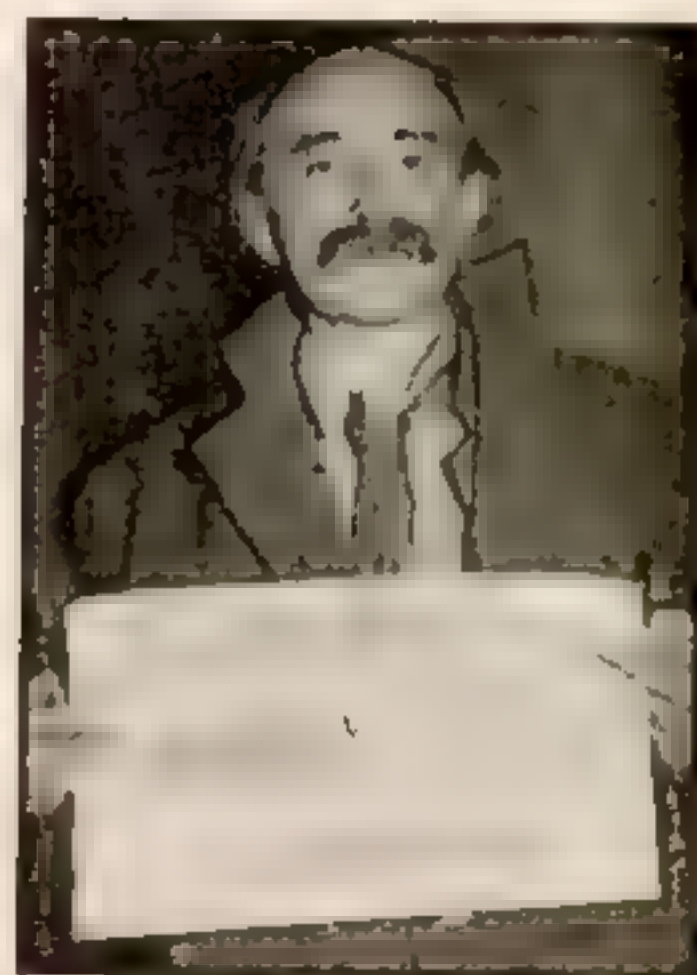
**SPANS THE WORLD**



# PEOPLE



← **MOTHER AND DAUGHTER**, Mary Martin and 5½-year-old Heller, danced gaily in London last week. Reason for the gaiety: an announcement that mother Martin will tour the U.S. this fall in *Annie Get Your Gun*, giving her a chance to introduce daughter Heller to her native Texas.



**THE MAN WHO ISN'T THERE** kept New York in suspense. One old gentleman tired of explaining, simply hoisted a sign (above). Even Russia's Andrei Gromyko took up the hue and cry. "Who knows," he said to another U.N. delegate, "we might find out today where Langley Collyer is."

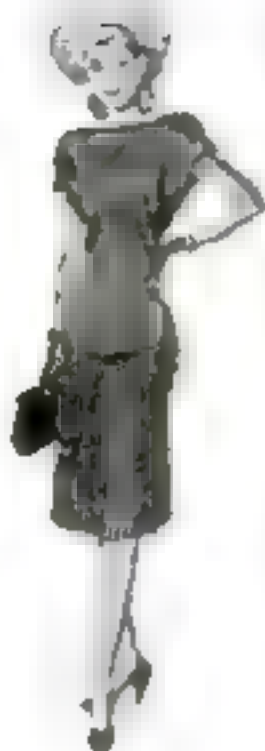


**PHILANTHROPISTS** Mr. and Mrs. Hugh Roy Cullen of Houston, Texas announced they would give \$80 million worth of oil fields to start a charitable foundation, received the thanks of a delegation of citizens. "Oh, that's all right," said Cullen. "Now I'm going to make it \$160 million."



THE SEVERE NECKLINE OF THE NEW TORSO DRESS

Plays up a Rose-Petal  
**SWEETHEART SOAP** Complexion



\*The severity of the new close-torso line demands relief. If you — it swings into a graceful, pleated skirt. Above — the radiant bloom of your SweetHeart complexion!

So Discover the Floating Lift of  
**SWEETHEART'S Extra Lather!**



• DISCOVER SWEETHEART'S 1-2-3 Extra Lather BEAUTY CARE! Night and morning, massage your face for one minute with SweetHeart's Extra Lather. Finish with a cold rinse. Your skin looks radiant!

• Enjoy this wonderful 3-way beauty help! Today begin SweetHeart Soap's 1-2-3 Extra Lather Care for fresher, lovelier skin.

It's thrilling! For pure, mild SweetHeart gives up to twice as much lather as average beauty soaps. Soft, rich lather with a gentle floating lift. Pictures taken through the microscope prove its step-by-step beauty help.

Yes, countless bubbles bathe the outer pore openings . . . lift off dirt and rough, dry skin flakes. Float them away! That's why gentle, thorough SweetHeart Care helps reveal your skin's true, more radiant loveliness!

The Soap that AGREES  
with Your Skin



There in "EVELYN WINTERS" and "ROSE OF MY DREAMS" . . . Two shows, Coast to Coast, Mon. thru Fri. See your paper for times and stations. Listen especially May 2nd thru May 16th for sensational jewelry "gift offer."

PEOPLE CONTINUED



**SPRING** infected bus-driver William Cimillo (center) with wanderlust. Leaving his route in the Bronx, New York, he drove south to Florida, where he was arrested. A bus company official (left) let him pose at the wheel but drove the bus home while a policeman (right) guarded Cimillo.

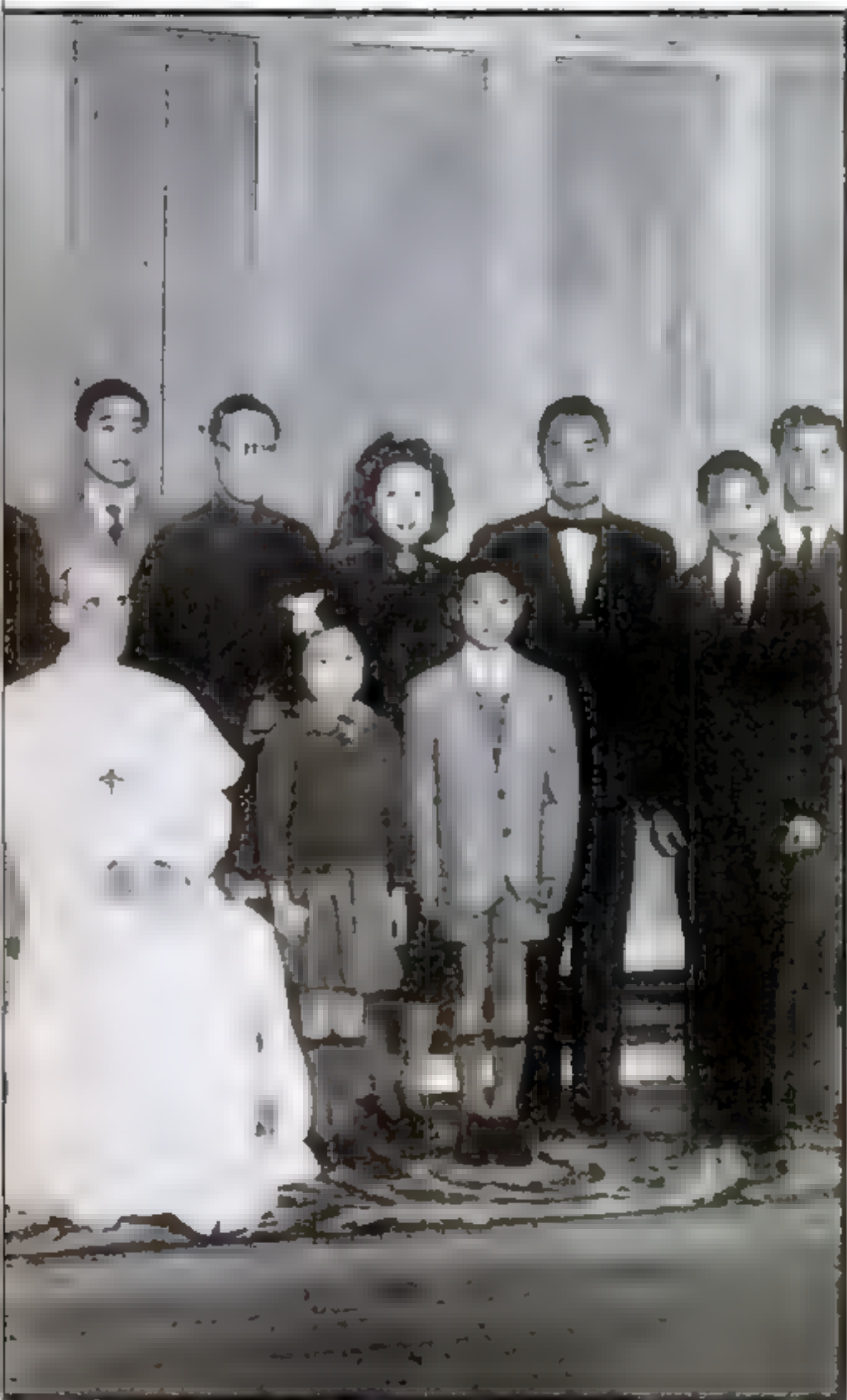


**BIG FAMILY** was honored by Pope Pius XII when he posed in the Vatican with Dr. John C. H. Wu (wearing horn-rimmed glasses), Chinese minister to the Holy See. Also present were the members of Dr. Wu's immediate family, which includes Mme. Wu (at the Pope's right),





**SPRING** infected Denver, Colo. with a controversy. A voluptuous statue of Cupid and Psyche in a tombstone company's window so aroused a Denver man that his wife complained to a lonely-hearts columnist; "He's in love with it." Now the display is seldom without an audience.



nine sons, four daughters and one son-in-law. Besides his family, Dr. Wu brought with him to Rome his own Chinese translations of the New Testament and the Book of Psalms. A leading Chinese Catholic layman and government career man, Dr. Wu helped draft China's constitution.

CONTINUED ON NEXT PAGE



## You make it like this !

Make it right in the cup—just add boiling water—takes only an instant!



## You drink it like this !

It's such delicious, full-bodied coffee, you can hardly believe it. You never tasted finer, richer coffee.



## -and you sleep like this !

What a glorious dividend! Even if you're affected by caffeine, this superb coffee can't keep you awake! For Instant Sanka is 97% caffeine-free!

*New*



**INSTANT SANKA  
COFFEE**

The only instant coffee that's caffeine-free.  
Drink it and sleep!



*True Time  
for a  
Lifetime!*



A handsome new Tissot watch for the man who's up-to-the-second in his tastes. Precision-perfect...17 jewels...dome crystal...14K gold case and 14K gold woven bracelet. \$300 (incl. Fed. tax). Other Tissot watches for men and women from \$65 to \$3500.

**Tissot**  
TIME-0

*"the watch of the  
400"*



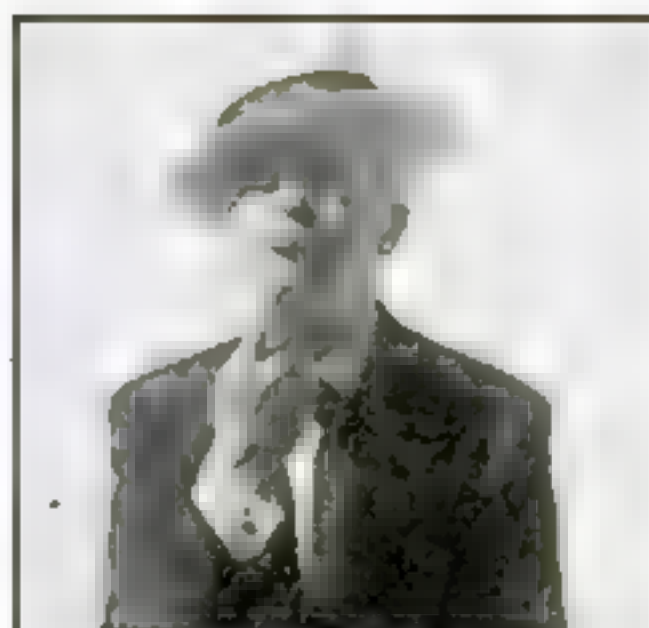
LOOK FOR THIS  
ENDLESS →



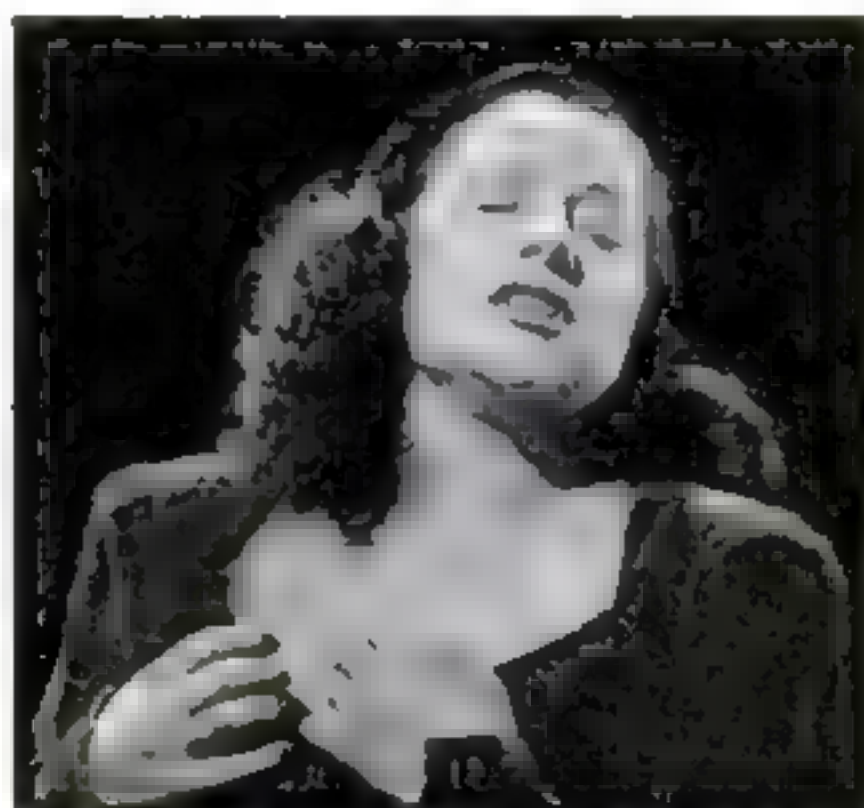
Write Holzer Watch Company Inc.,  
501 Fifth Ave., New York 17, N. Y.,  
for address of Tissot dealer nearest  
you in U. S. A., Mexico or Canada.

PEOPLE CONTINUED

## FRENCH STARS COME BACK



**MAURICE CHEVALIER**, gray and grandfatherly at 58, is a hit again in New York with the same old songs (*Louise* and *Mimi*), same old straw hat and jutting lower lip (top three pictures). One new stunt: a song in which he imitates a Frenchman singing Spanish (last two pictures).



**LUCIENNE BOYER**, now fattening and in her 40s, is back in New York after 10 years. In jam-packed Cafe Society Uptown nightclubbers hold hands when she sings *Hands Across the Table*, and they order French champagne when she croons her torchy, nostalgic *Parlez Moi d'Amour*.

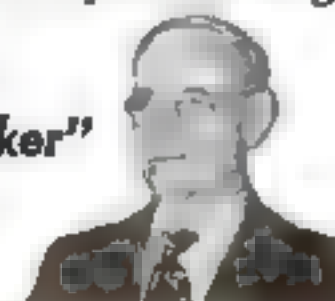
## COLLMAN SHAVERS

Get faster, closer electric  
shaves with new preparation!

Now you can get quicker, longer-lasting shaves from your Collman Electric Shaver—with sensational new Letric Shave. Just dash a few drops on your face *before* shaving.

"Shaving is a lot  
easier and quicker"

E. K. PARRET  
Normal, Ill.



Letric Shave lubricates and smooths down skin to overcome "shaver drag," helps save precious minutes.



"It's great! Made  
a user out of me."

E. P. SMITH  
Portland, Ore.

Letric Shave conditions face and beard to help you get a closer, longer-lasting shave. And it's good for your shaver's cutting head.

**FREE SAMPLE**—Use Letric Shave with any make of shaver. At dealers everywhere—or send name and address to The J. B. Williams Co., Dept. LE-8, Glastonbury, Conn., U. S. A., for generous free bottle. (Offer good in U. S. A. and Canada only.)



**Letric  
Shave**

Makes electric shaving easier

MOJUD...  
*Portrait of Glamour*



Bradshaw  
Gonder

Sheer artistry!  
Eye luring Mojud  
nylon stockings  
so sheer, so sleek,  
so smooth fitting

**MOJUD**  
*nylon*  
STOCKINGS

AT BETTER  
STORES  
EVERYWHERE

TRADE MARK REG. ©1947, MOJUD Hosiery Co., Inc., N. Y. C.



*America's  
Largest Selling Ale*



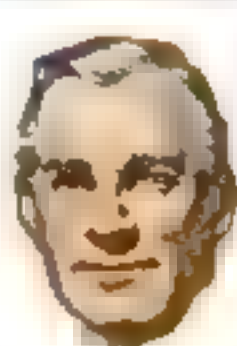




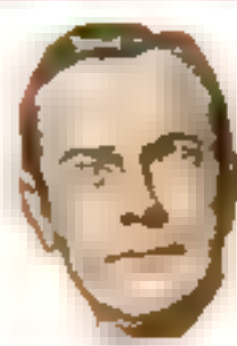
BING CROSBY



BRIAN DONLEVY



WALTER HUSTON



FREDRIC MARCH



AGNES MOOREHEAD



PAT O'BRIEN

# THE GREAT WORDS... THE GREAT MOMENTS ... *the* PAGEANT OF AMERICA

*Thrillingly presented by America's most famous voices  
Recorded and assembled by DECCA in one amazing album!*



**E**VERY FAMILY... every home... every school... every library should possess this remarkable album of records!

Here is the glorious pageant of America... a stirring recital of the great deeds of our history... told in the great words of our national literature.

It is made even more vivid by the voices of Bing Crosby, Brian Donlevy, Walter Huston, Fredric March, Agnes Moorehead, and Pat O'Brien.

In this album "Our Common Heritage," recorded by Decca, will be found the poetic masterpieces of our people... the greatest words of such writers as Henry Wadsworth Longfellow, Walt Whitman, Oliver Wendell Holmes, Edwin Markham, Ralph Waldo Emerson, John Greenleaf Whittier, Francis Scott Key, Vachel Lindsay, Rosemary Benét and others.

#### A MODERN PRESENTATION OF STIRRING EPISODES IN AMERICA'S HISTORY

Spoken by outstanding screen stars, these recordings achieve an amazing reality. The dramatic effect is heightened further by special background music and sound effects—composed by Victor Young and Lehman Engel. Here are the great thoughts we have all cherished, presented in a way that is new, modern, exciting!

Hear these records! You'll thrill to the calm courage of Columbus as he orders his despairing crew to "Sail on! Sail on!" You'll gallop with Paul Revere...and stand, in imagination, by the side of Francis Scott Key as he composes "The Star-Spangled Banner." You'll feel something of the im-

mense greatness of Lincoln—and perhaps shed a tear over Rosemary Benét's touching "Nancy Hanks," the story of Lincoln's mother, who died long before her now-immortal son became famous.

#### FOR THE HOME AND FAMILY

Surely, this important album belongs in every American home. It can be invaluable to awaken in children a love for their native land... to recall to adults favorite poems that never cease to please and thrill! Never before have you heard these famous pieces rendered so expertly, so beautifully, with so much meaning! In addition to all else... here is glorious entertainment for every member of the family.

#### THE COMMON HERITAGE OF ALL AMERICANS

The great deeds... the living history... celebrated by the great words in this album constitute a common heritage of all Americans, regardless of origin or creed. To all Americans belongs the right to take pride in the heroism of the founders and builders of our country.

#### OWN THIS ALBUM!

It should be in your home *now!* It makes a perfect gift to present to schools, civic organizations, community houses, etc. Make a point to ask for it at your Decca Record dealer's *today!* Price \$10.00.\* (If your dealer cannot supply you, send us his name and address and arrangements will be made to supply you through him). Write to Decca Records, Inc., Dept. U, 50 West 57th St., New York 19, N. Y.

#### EDITED BY LOUIS UNTERMEYER

The absorbing Booklet which accompanies this album is edited by Louis Untermeyer, famous American poet and editor. Booklet includes poems as you hear them on the recordings.



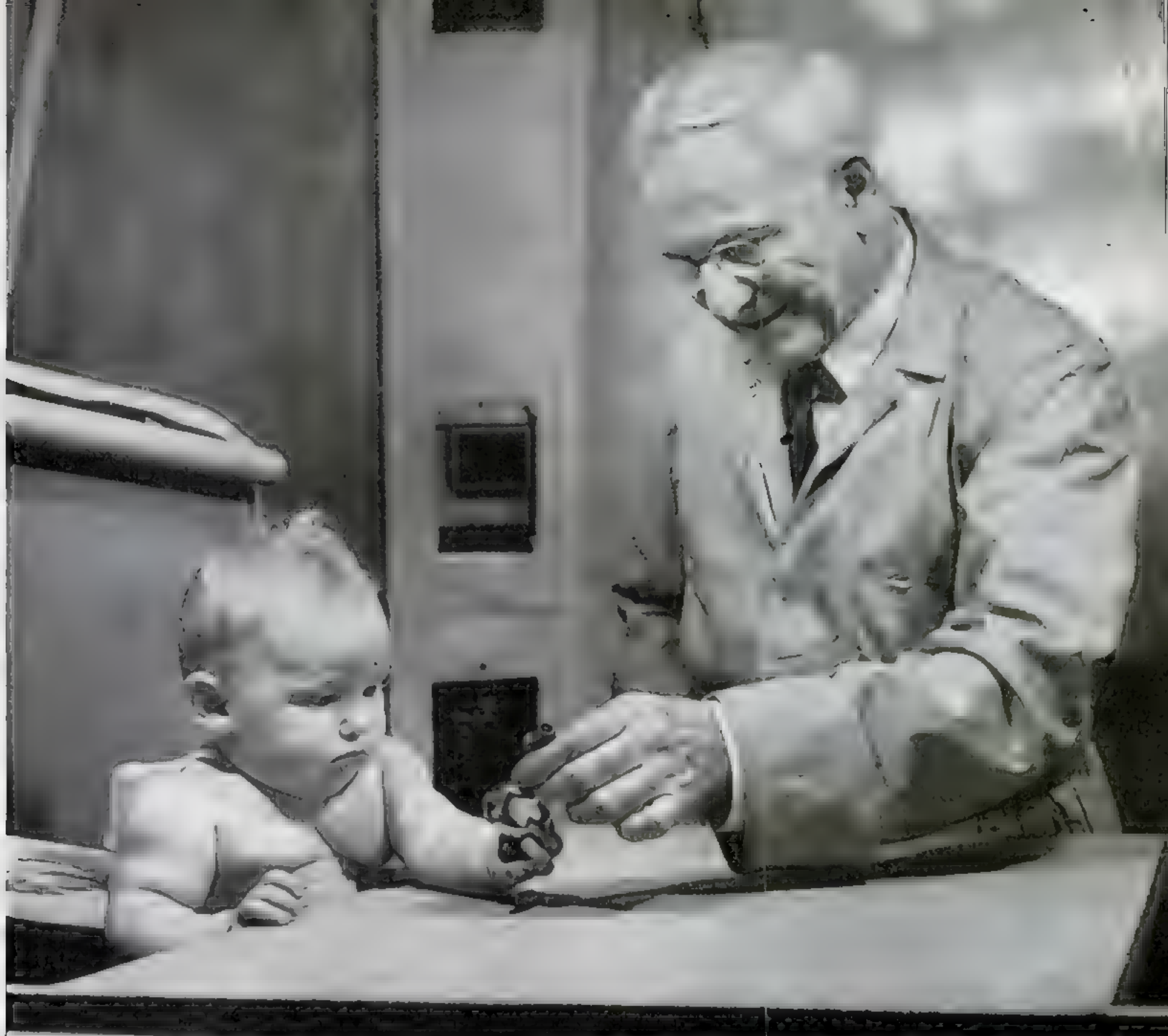
#### THESE GREAT TITLES ALL IN ONE ALBUM

Columbus • Landing of the Pilgrim Fathers • Paul Revere's Ride • Warren's Address to the American Soldiers • Concord Hymn • America • Hail Columbia • The American Flag • The Star-Spangled Banner • Barbara Frietchie • Sheridan's Ride • Old Ironsides • Lincoln, the Man of the People • O Captain! My Captain! • Abraham Lincoln Walks at Midnight • Nancy Hanks

*America Speaks on* **DECCA RECORDS**







TO SEE HOW WELL SHE USES HER HANDS DR. ARNOLD GESELL GIVES A BELL TO A 6-MONTH-OLD BABY WHILE CONCEALED MOVIE CAMERA RECORDS HER ACTIONS

# CHILD DEVELOPMENT

## ARNOLD GESELL HAS MADE ITS STUDY INTO A WHOLE NEW SCIENCE

How a child grows is nature's most complicated and fascinating cycle. In less than a year a baby learns to grasp, roll over, sit, stand up and play games. He grows from a squalling bundle of intake and outgo into a responsive personality with a huge variety of accomplishments.

The man who knows more than anyone else in the U.S. about how babies grow is Dr. Arnold Gesell, now celebrating his 35th year as head of Yale University's famed Child Development Clinic. In 1919 he began a vast study of the behavior of normal children and his findings have become an increasingly vital part of the training of all pediatricians. Using the movie camera as a basic research tool, Dr. Gesell and his associates have photographed, watched and tested more than 12,000 children, many of them at monthly intervals, for more than 10 years. Better than 300,000 feet of film have been analyzed frame by frame, thus literally putting baby behavior under a kind of microscope for detailed study and compari-

son. Some of the things that Dr. Gesell has found out are shown and described on these pages. In order to answer a constant parental question about what a baby sees and understands, LIFE's camera has taken the baby's point of view

at one month, 3 months, 6 months and 9 months. In addition, pictures from the clinic's films show how infants begin to use their hands and eyes and how they gradually learn to stand up. All this, says Dr. Gesell, indicates that development does not happen by fits and starts. It is just as orderly a process as digestion or blood circulation. In the nine months before birth a baby's physical equipment develops in precise sequences. After birth this steady process continues. He will stare before he sees; look before he reaches; sit before he stands; jabber before he talks; be selfish before he is generous. By knowing what and what not to expect from a child as he grows, states Dr. Gesell, parents can do a better than ordinary job of rearing healthy and well-adjusted children.



**THREE-YEAR-OLD** fits blocks into a board as hidden observers watch through one-way screen.



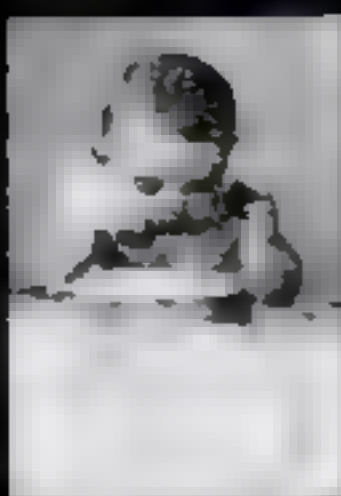


DR. GESELL HANDS TEST BLOCKS TO A BABY  
UNDER OBSERVATION IN TRANSPARENT DOME





24 WEEKS



28 WEEKS



24 WEEKS



28 WEEKS



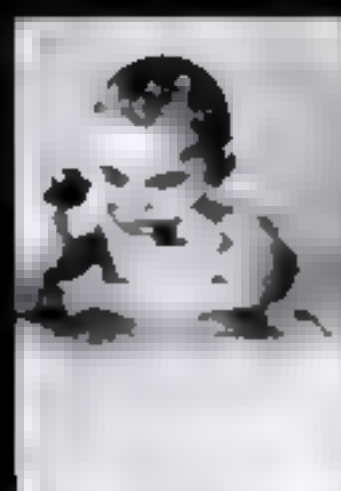
24 WEEKS



28 WEEKS



24 WEEKS



28 WEEKS



24 WEEKS



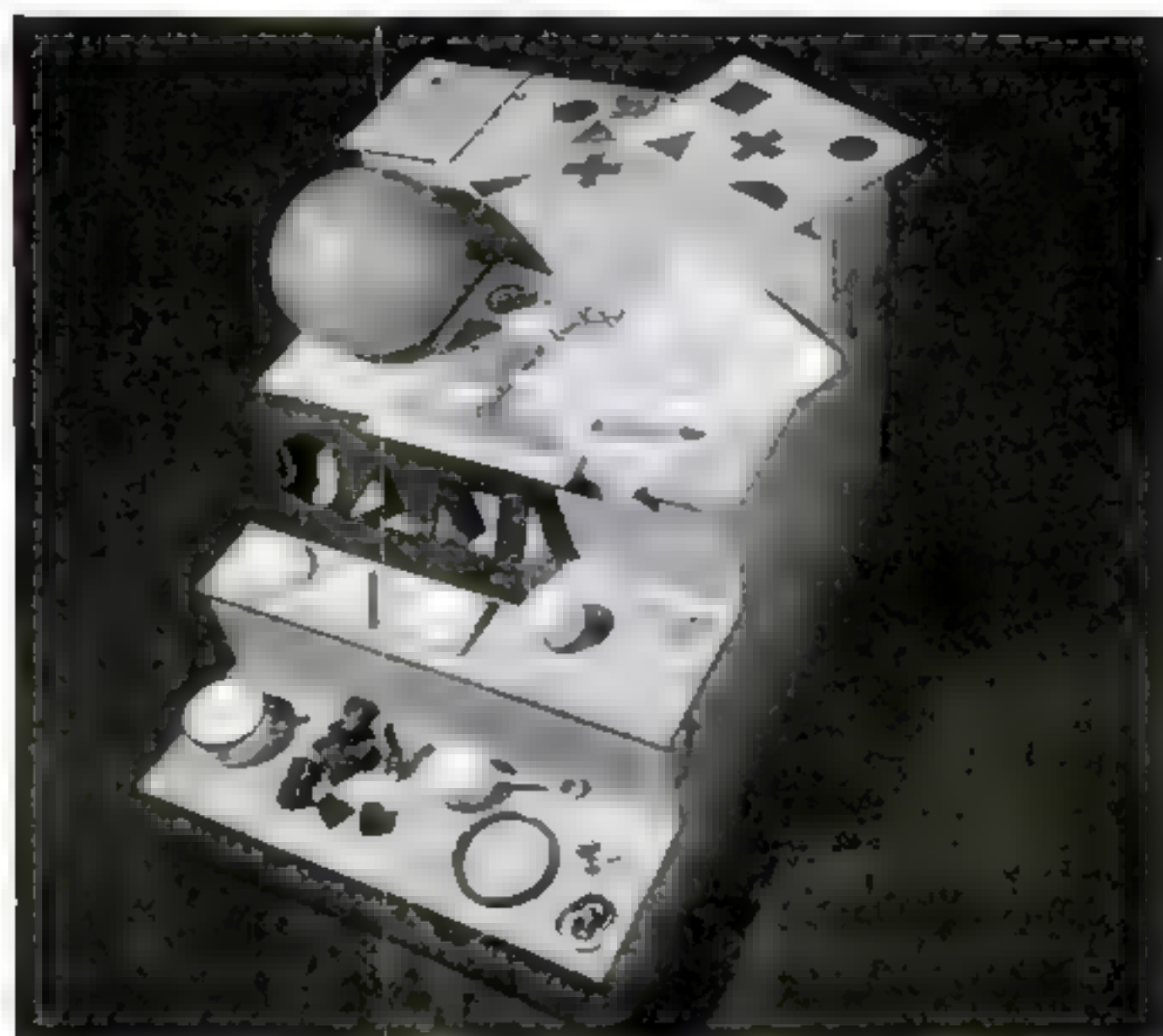
28 WEEKS



24 WEEKS



28 WEEKS



**TEST TOYS** range from blocks and rattles (*bottom step*) to cutouts (*top step*). The steps themselves are used in tests for coordination and climbing ability.

## CHILDREN ARE STUDIED IN SPECIALLY DESIGNED CLINIC

Dr. Gesell's work is carried on in a big clinic which is designed just for studying children. It is fitted with a number of small examination rooms where youngsters are tested and observed as they play with a carefully selected lot of balls, blocks, rattles and cutouts (*above*). On a lower floor there is a large nursery filled with bigger toys: rockers, wagons, scooters and a whole two-story playhouse built like a Swiss chalet. Here the clinic's doctors watch how children play with one another. Off each of these rooms are concealed alcoves masked by one-way-vision screens. Through these screens observers can watch and photograph the natural actions of children without being seen.

The most spectacular piece of equipment in the clinic is an observation dome (*left*) made of transparent wire gauze. A baby placed inside in a specially constructed seat can be studied from all angles. Usually an examiner stands to one side and slightly behind the child to hand him toys. What the baby does with them is recorded by the camera. This makes it possible for scientists to record and compare the variations in child behavior which occur at different ages. For example the two film strips at the left show, first, how a 24-week-old baby merely grabs and pushes at two blocks without lifting them from the table and, a month later, is able to pick them up and bang them up and down.

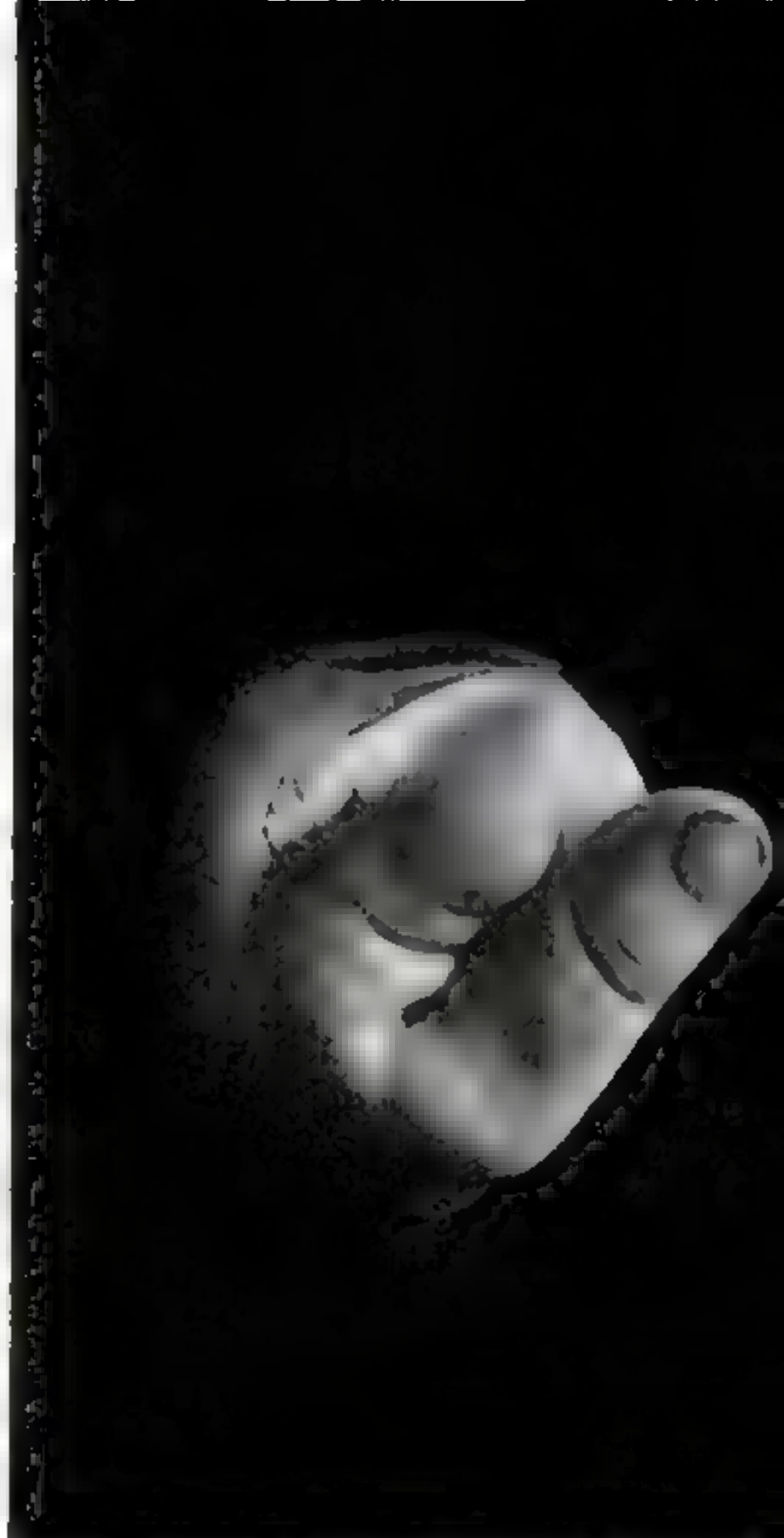


**HOW EYES BEHAVE** is clinic's newest project. Examiners watch child's eye movements and listen to her comments as she looks at projected drawing.





A ONE-MONTH-OLD BABY LYING IN A BASSINET SEES THE WORLD AND HIS MOTHER AS VAGUE BLOTCHES



THREE-MONTH-OLD PLAYS MOSTLY WITH HIS HANDS,

## EACH YEAR HAS ITS GROWTH PATTERNS

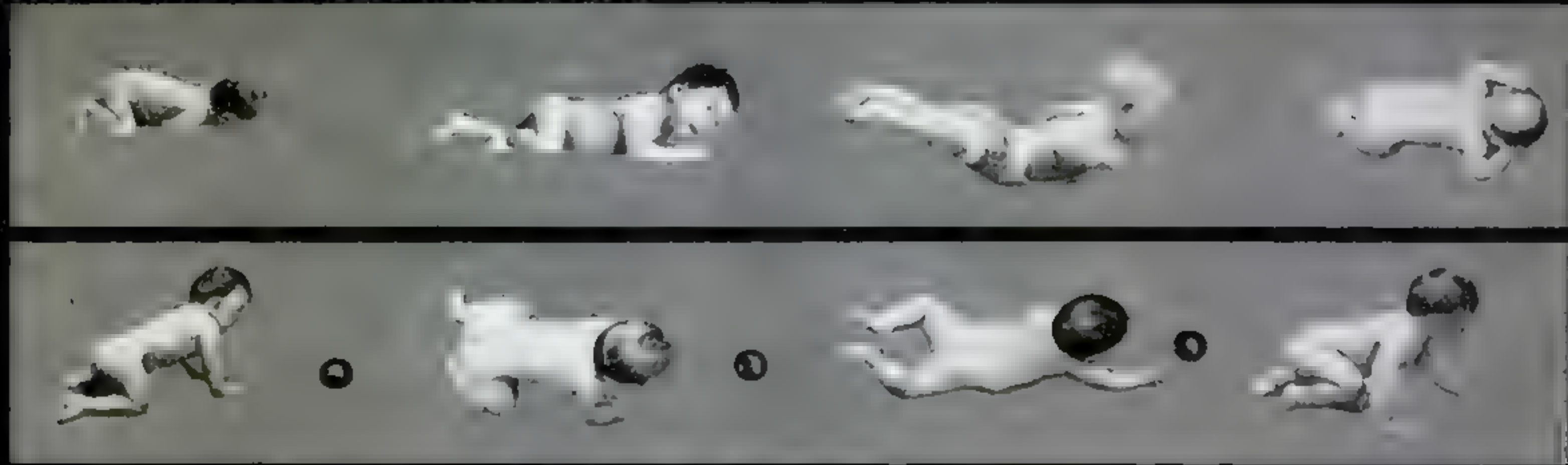
Most adults wonder at one time or another what a baby sees and what he thinks about. The three pictures above are impressions which show as accurately as possible how the world looks to a baby at one month, 3 months and 6 months of age. When he is born, the infant's world is probably a buzzing, booming confusion. Because his nervous system is

still only shakily organized, he may breathe jerkily, sneeze, choke, and roll his eyeballs irresponsibly. Parents should understand that this is normal with newborn children. They should also understand that many things a baby does which seem incomprehensible or wrong to an adult are merely symptoms of his immaturity. Sometimes a 2-year-old will take an

### EYES AND HANDS COORDINATE IN FIRST YEAR



### BABIES LEARN TO STAND ALONE IN 56 WEEKS



**AS A BABY GROWS**, his behavior takes different shapes. These changing patterns, says Dr. Gesell, are plain indications of his growing mind—they literally show much of what he is thinking. The way his eyes and hands learn to work together is the most important sign of growth in his first year. From left to right (top panel), newborn baby stares and

lies in the fencing stance which was already developed before he was born. Then he holds a ring without looking at it. At about 3 months his eyes follow a moving fan-like. Later he sits up, brings hands together and looks at a block on table. At 6 months he can grasp a block, or a spit, though only a month before he just poked at a spoon. He shows





THE FIRST PART OF HIMSELF HE HAS DISCOVERED

unexplained sock at a playmate or parent: at 4 he will substitute words for actions and say, "You are a rat, you stinker." This is not just bad manners: he is experimenting with a kind of social approach which is perfectly natural to his stage of growth. Nor is a 4-year-old being silly when he endlessly repeats gibberish phrases and foolish words. He is just

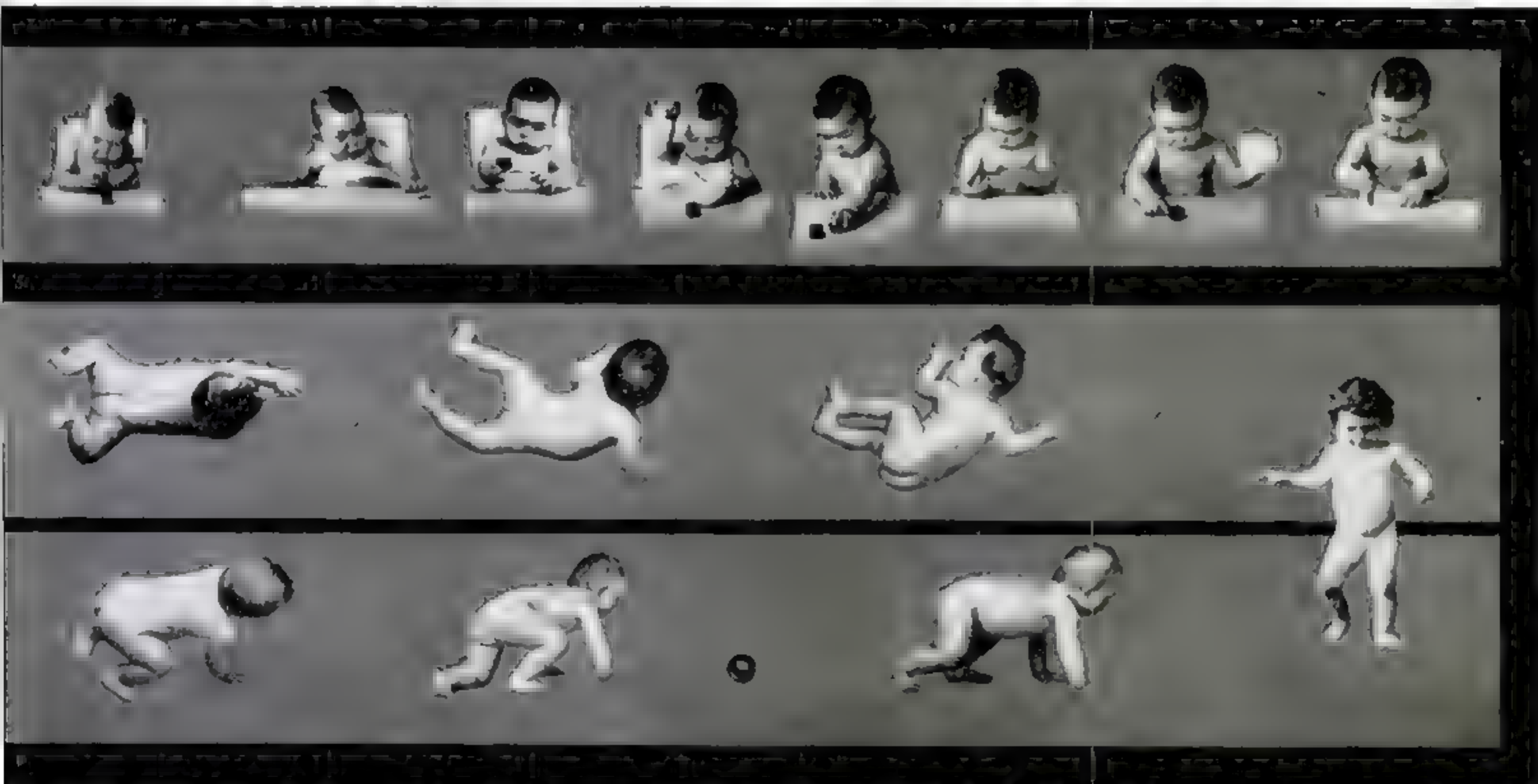


AT 6 MONTHS A BABY PROBABLY SEES CLEARLY ONLY ONE THING AT A TIME. IN THIS CASE IT IS HIS BOTTLE

trying out his vocabulary and testing new sounds with which to increase his skill with words.

Dr. Gesell's work with children is not only a boon to conscientious parents who want sound advice on upbringing, it is having an extremely important influence on the medical and social care of very young children. Doctors know from Gesell's carefully

measured standards what is and what is not normal at each age. Combining these with the usual examination methods, they can now discover—even in tiny babies—defects in sight, hearing or mental development which might not otherwise be noticed for months. This means that even babies under 4 months can be safely recommended for adoption.



a sense of third dimension at about 9 months by poking inside a bell. As a one-year-old he can make scribbles on a piece of paper. The two lower panels show some of the steps a baby goes through in learning to stand. From a fetal crouch at birth he quickly learns to lift his head, then arch his back in a swimming motion at about 4 months.

Next he pulls his legs up frog-fashion, pivots and gets up to his knees at 8½ months. Finally he begins to creep at about 10 months, then crawl bear-fashion and, at last, stand up. Not all babies go through each stage, and some learn to stand faster than others. Parents should not be alarmed if their baby fails to progress at the rate shown here.



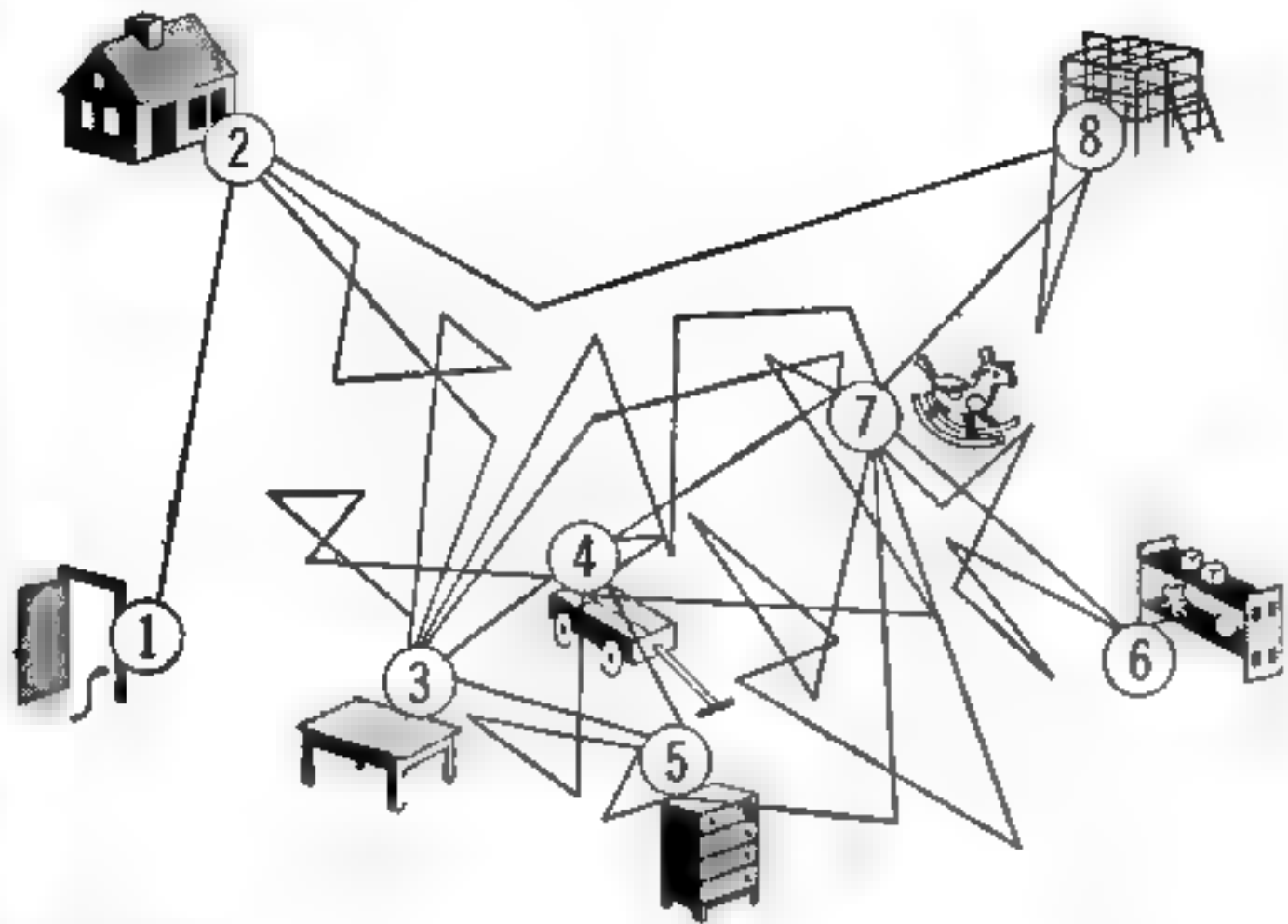


**THREE-DIMENSIONAL WORLD** begins to take shape around a baby at about 9 months. As shown in the picture above, he has a fair idea of depth and proportion but he still tends to focus on only one thing at a time. He is sociable and sensitive to what goes on around him, paying more and more attention to his mother, even playing simple

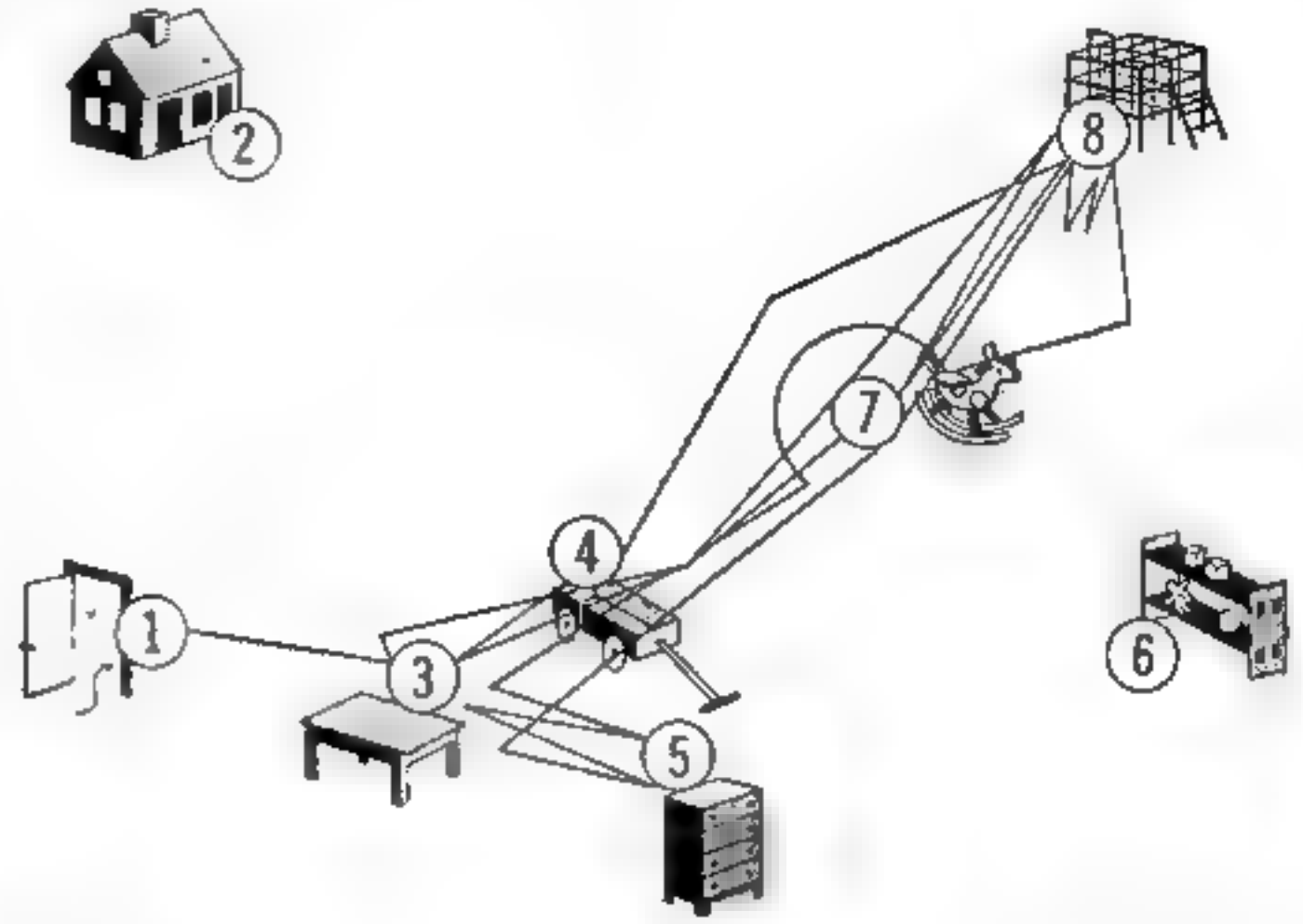
games with her like peekaboo. He uses his forefinger to poke and pry. He hates to be down, would rather sit up in his playpen with his toys. He finds out about the world by touching, banging, patting and putting everything in reach into his mouth. He likes making noises with his lips, is apt to please his parents by saying "mama" or "dada."



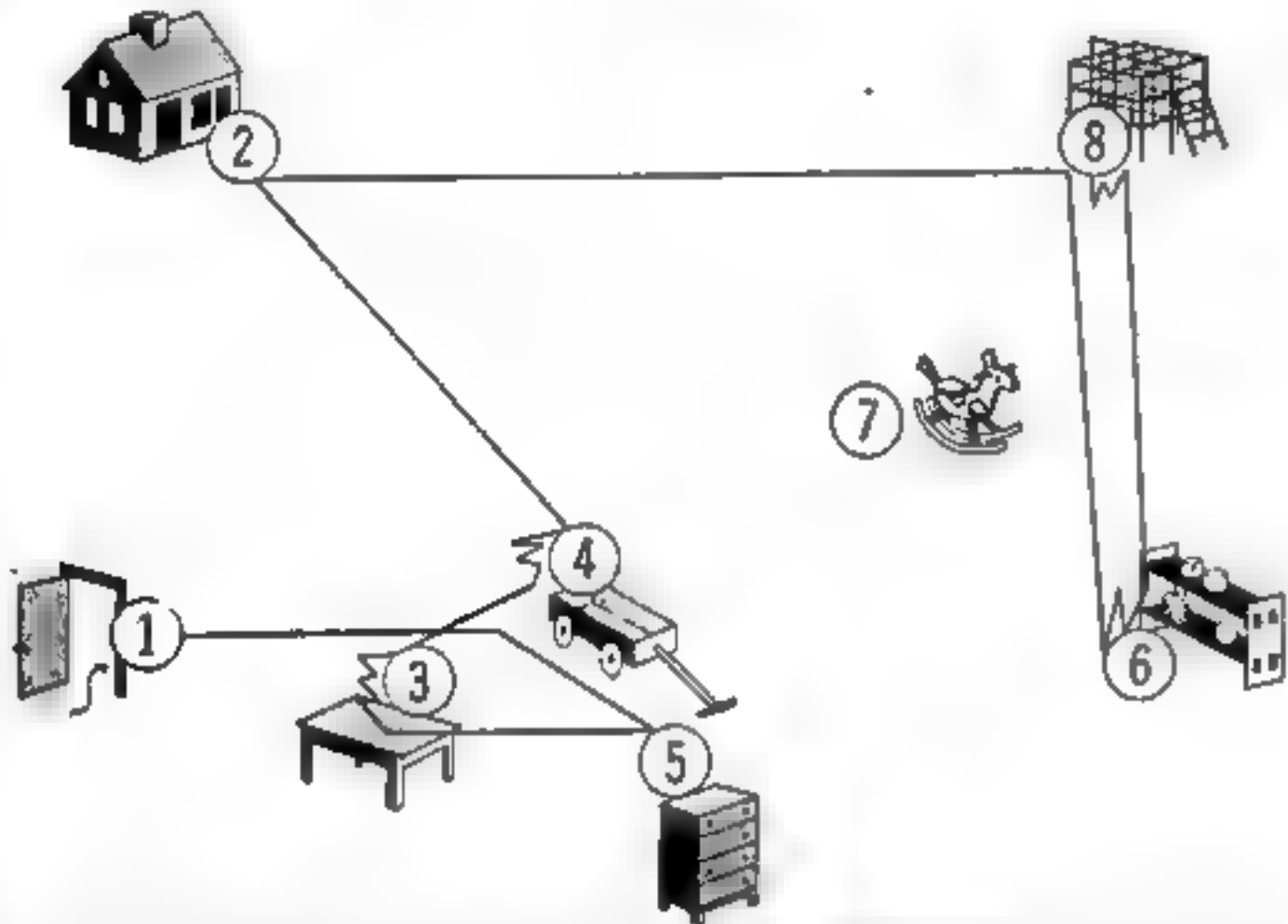
18 MONTHS



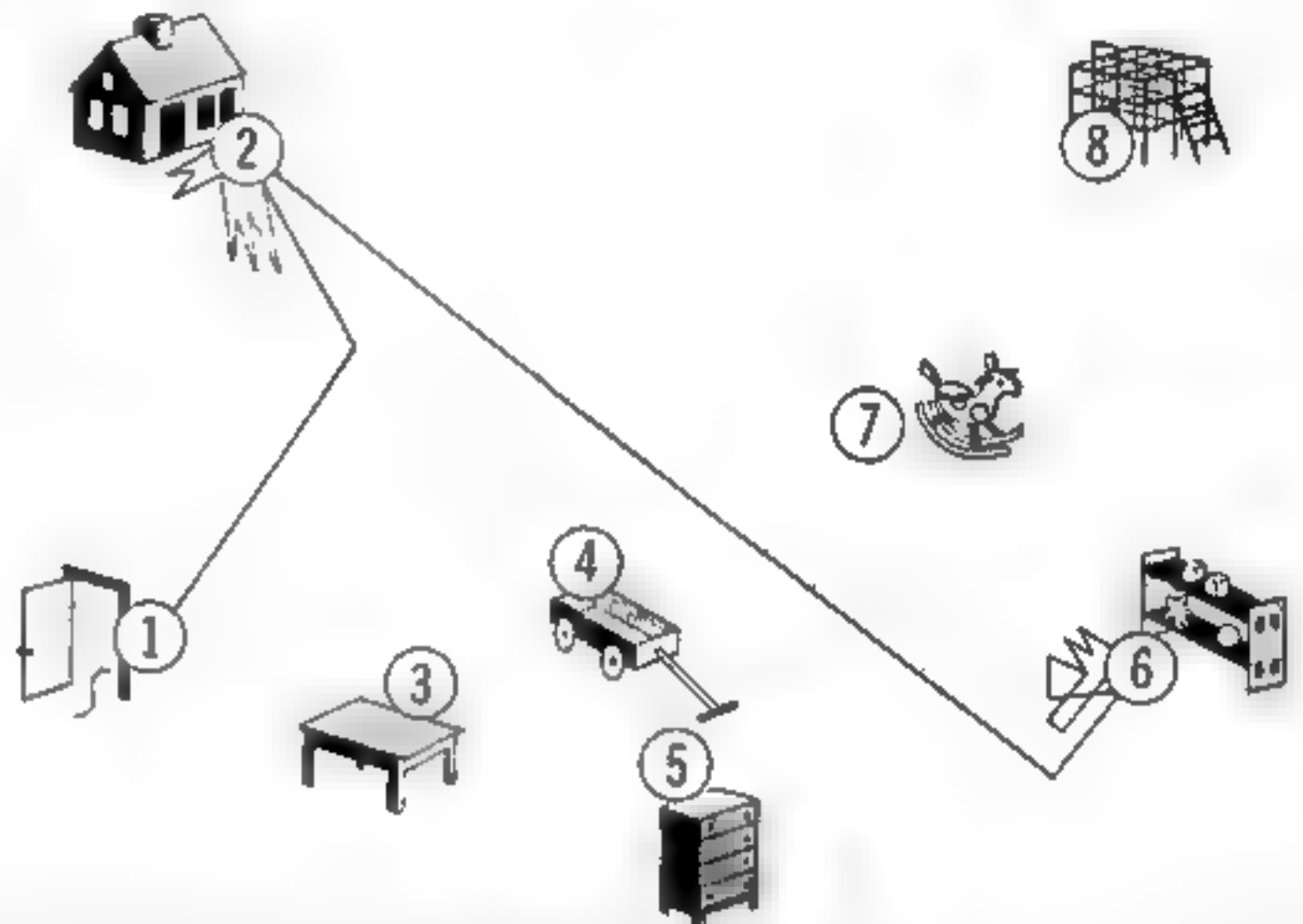
2 YEARS



2½ YEARS



3 YEARS



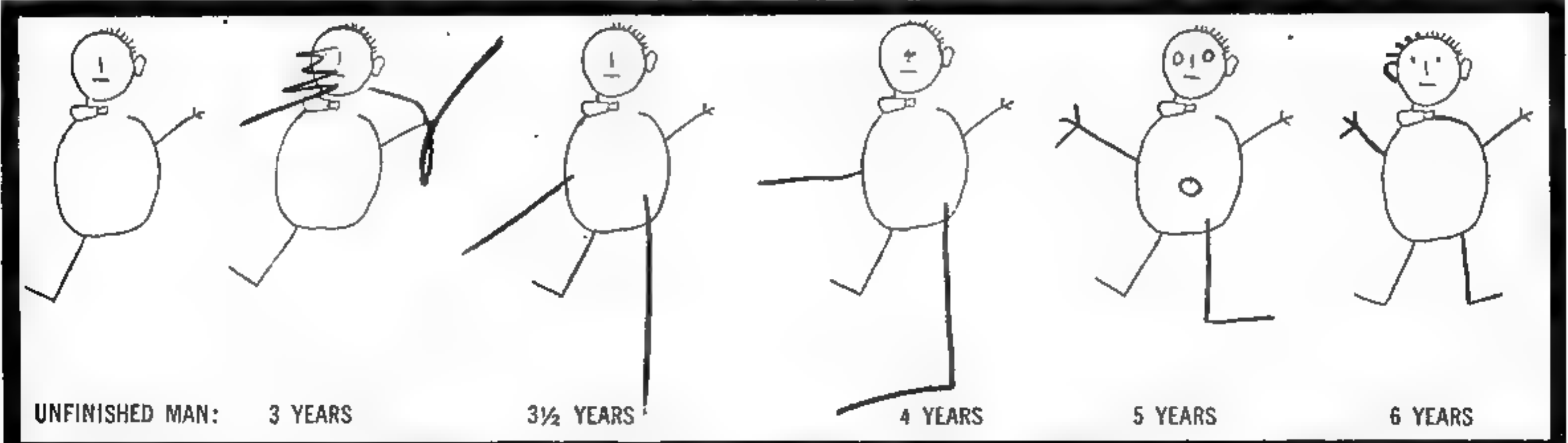
**NURSERY PATHWAYS** compiled from hundreds of observations show how the seven-minute track of an average 18-month-old child (top, left) races from the door of a nursery (1), to playhouse (2), then begins an erratic trip to table (3), cart (4), chest (5), shelves (6), hobby horse (7) and jungle gym (8). At 2 the average child begins to concentrate his interests a little more. The playhouse and shelves are left out altogether but there is still much running back and forth between toys. At 2½ an average child does less running back and forth and stays longer beside each toy to explore its possibilities. At 3 children usually pick out just a few toys on which they focus their full attention.

centrate his interests a little more. The playhouse and shelves are left out altogether but there is still much running back and forth between toys. At 2½ an average child does less running back and forth and stays longer beside each toy to explore its possibilities. At 3 children usually pick out just a few toys on which they focus their full attention.

# AS CHILD GROWS HE FOCUSES HIS ACTIONS

The zigzags and squiggles in the diagram above demonstrate a child's increasing ability to concentrate. The lines trace the path of a normal child in a toy-filled nursery and show how, as he grows older, he will play more and more with fewer things. The series of rounded stick men below is a test

for children from about 3 to 6. The unfinished man (left) is given to the child and the examiner asks, "What is this? You finish him." What the child says about the man and the way he adds arms, legs, eyes and other details tell whether he is average or superior for his age and what personality traits he has.



**BETTER AND BETTER COORDINATION** and increasing skill in observation are shown in these attempts by children to complete unfinished figure (left). Three-year-old is apt to make only meaningless doodles in the general area of the face and arms. Some children at this age add nothing, or make remarks like, "That's not the way to make a

man." But half a year later all children add something and try to put the man's limbs in the right places. Four-year-old makes the arms, legs and other parts too long. Five- and 6-year-olds add about nine things, usually leg, foot, arm, hand, ear, eyes, hair, neckline and buttons, drawing them with considerable skill and sense of proportion.





**EVERYTHING LOOKS BIG** and looms above 18-month child. He has graduated from a play pen, toddles all over the house, gets into everything and pulls objects off table

tops to see what they are. He pushes furniture around out of pure physical exuberance, but a half-year later (below, left) he will push a chair with a definite purpose in mind



**DISCOVERING HIMSELF** in a mirror, a 2-year-old shows developing sense of self identity—says, "It's me."



**DRESSING UP** in their parents' clothes is one way 4-year-old children imitate adults and learn to grow up.

## THE WORLD WIDENS FOR 4-YEAR-OLDS

When a child has passed 4 he already has the greater part of the characteristics which will determine his future personality. The spiral chart on the opposite page summarizes his growth up to this age and shows how he makes his first contacts with society. At first he is completely absorbed with himself. In his first year even the world of his family means little to him; he spends his time and energy developing his original biological equipment. As the spiral widens into his second year the child begins to collide with the word *no* and with such moral ideas as *must* and *must not*. At the beginning of his third year his knowledge begins to come less and less from touch and feel and more from language and family example. Swinging even wider at 4, the spiral of growth sees the child going into a miniature adult society of playmates and school.

Understanding the normal progress of this childhood growth cycle is the key to bringing up well-adjusted children. But it is also much more than this. It even provides a key to the basic relationships between men. Says Dr. Gesell, "The intrinsic charm and goodness of childhood still constitutes the best guarantee of the further perfectibility of mankind."



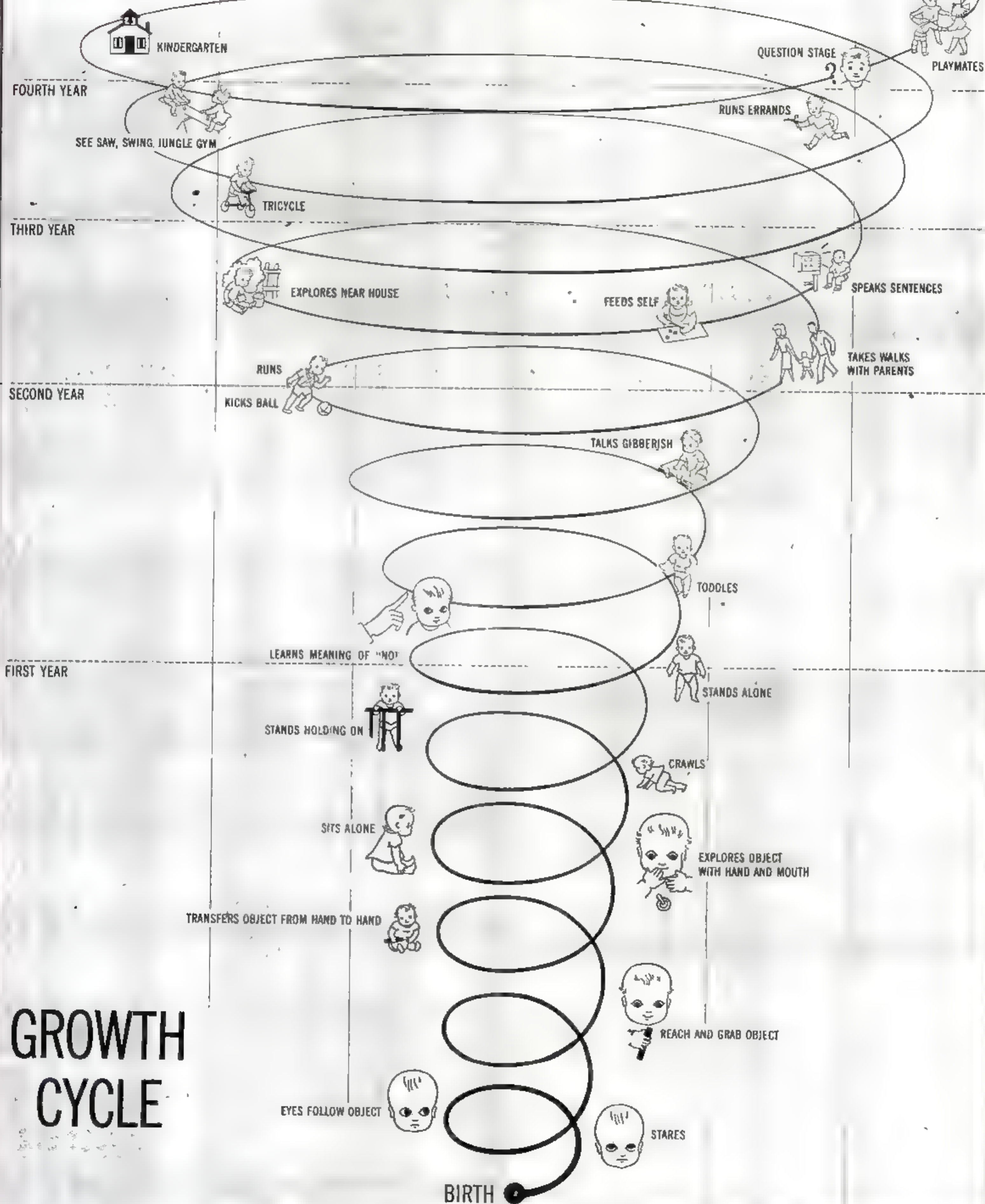
SCHOOL

OUTDOORS

SELF

FAMILY-HOME

SOCIAL









# IF I WERE AN AMERICAN

## A GREAT BRITISH STATESMAN EXAMINES THE NEW U.S. FOREIGN POLICY AS HIS COUNTRY RETIRES FROM A WORLD ROLE AND AMERICA MOVES IN

by WINSTON CHURCHILL

At Fulton, Mo. on March 5, 1946, Winston Churchill warned against Russian expansion and asked for close Anglo-American cooperation. Now, following President Truman's recent speech asserting U.S. responsibilities in the Mediterranean, Mr. Churchill again speaks to the American people. In this article he summarizes the events of the last 13 months and points a course to the future.

It is barely a year since I spoke at Fulton at the desire of the President of the United States. I read over again last night what I then said. I was surprised that such mild, mellifluous, carefully shaped and guarded sentiments should have caused so much commotion, not only in America and in my own country but elsewhere. In sum, all I said was that the United Nations organization was the supreme hope of the future; that the United States should take the lead in this; that they should not share the secrets of the atomic bomb till international progress had been made; that the "Fraternal Association" of the United States and the British Empire and Commonwealth of Nations—the English-speaking world—should not only be maintained but developed; that they should share bases and have similar weapons, and that they should work for the ideals which they have in common, in menace to none and for the safety of all.

It is true that I said:

"From Stettin in the Baltic to Trieste in the Adriatic an 'Iron Curtain' has descended across the Continent. Behind that line lie all the capitals of the ancient states of Central and Eastern Europe. Warsaw, Berlin, Prague, Vienna, Budapest, Belgrade, Bucharest and Sofia, all these famous cities and the populations around them lie in the Soviet sphere and all are subject in one form or another, not only to Soviet influence but to a very high and increasing measure of control from Moscow. . . . *Athens alone*, with its immortal glories, is free to decide its future at an election under British, American and French observation."

Statements of this character are not seriously challenged in any part of the world today, outside the vast Communist or Communist-controlled regions. They have been endorsed by the overwhelming weight of American public opinion and, not less important, by the policy of the United States government. Not only has the Communist peril been recognized as the gravest that now overhangs the world, but a series of measures of a resolute character has been taken to resist further encroachments and expansion by the Russian Soviet State in Europe and in Asia. In Europe these measures have hitherto been especially concerned with Germany, Austria and Hungary, and in Asia with Persia and China. Now, by the momentous declaration of President Truman, supported by the leading American statesmen of both Democratic and Republican parties, they are focused directly upon the Eastern Mediterranean. The President has made it plain that vital American interests and duties exist in these waters and throughout the Middle East, and that the United States government will not suffer such interests to be molested or undermined, nor these duties flinched from or

neglected. Should Congress confirm the policy and action recommended by the President, a new situation will be created in the Mediterranean, full of hope for the future of the Middle East and also to the future peace of the world and the United Nations organization newly created to maintain it.

Greece and Turkey are the two countries primarily affected. To consider Greece, I must look further back than a year ago, to the autumn and winter of 1944. During the war against Hitlerite Germany and the cruel subjugation of Greece, Great Britain had given arms and such help as we could spare to anyone who would kill a Hun. As preponderance first, and then victory, came to the great Allies, the liberation of the overrun and occupied countries became possible. When a people have been trampled down by the brutal Nazi boot for three or four years it is difficult for a foreigner to tell who it is they wish to rule their country, and under what forms of government. In such circumstances the custom and method of the English-speaking world would be for good or ill that they should have a vote about it, and that the ordinary humble, common people should put their crosses on the ballot paper in secrecy and without obstruction or intimidation.

Conditions were established under the shield of Britain which rendered it possible for the Greeks to hold an election at which British, French and American observers, the latter numbering no fewer than 689, were present, and to which Soviet observers had been invited. The observing Commission reported the election valid and fair. It was probably the only free election that has ever taken place since ancient times in the Balkans. The Greek people were able to record their wish. All this we know now; but a year ago, the idea that "*Athens alone with its immortal glories*" should be free to decide its future at the polls was derided in many circles of Left-wing thought; and the Communists, of course, raised their dismal screech and caterwaul. But all the same, it was done. The only question that has arisen since is whether the Greek State and Constitution resulting from this election should be knocked about and probably overthrown by Soviet-inspired and Communist armed bands from outside, and subverted by criminal conspiracy from within; and whether this process should be viewed as a manifestation of Democracy.

In his evidence before the House of Representatives Foreign Affairs Committee, Mr. Dean Acheson, the United States Acting Secretary of State, is reported to have testified on March 21, 1947 as follows:

"A Communist-dominated government in Greece would be considered dangerous to United States security."

This is precisely the issue which broke upon us in Athens in December

### QUOTATIONS FROM THIS ARTICLE

If my father had been an American citizen instead of my mother, I should have hesitated a long time before I got mixed up with Europe and Asia and that sort of thing. . . . But I should also have memories and comprehension of what had happened in the last 30 years or more. . . . I might well have come to the conclusion that the United States has no choice but to lead or fall.

I have always tried, agreeably with my own national duty, to move in understand-

ing harmony with American thought. This has been proved several times in great moments by supreme events. On Greek affairs in 1944-45 I seemed to find myself out of step. But today it seems I was pursuing the exact policy which, little more than two years later, the United States has adopted with strong conviction. This is to me a very intense satisfaction.

In those weeks when Athens was being saved in the nick of time, I was much scolded . . . as a shocking jingo, Tory, Imperialist reactionary. . . . Even President Roosevelt . . . remained silent under

a series of personal protesting telegrams from me.

The Soviets . . . do not wish for war, but only for its fruits . . . if they can be gathered without too much disturbance.

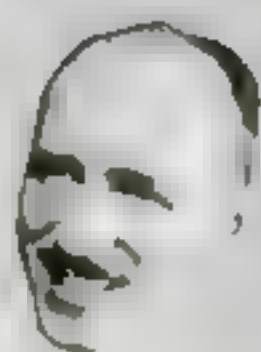
All the talk and denunciation of British Imperialism in Greece was sheer nonsense. We had no special interest to serve, except the cause of Freedom; and many others are involved in that.

Britain . . . will welcome the establishment of American power in the Middle East.



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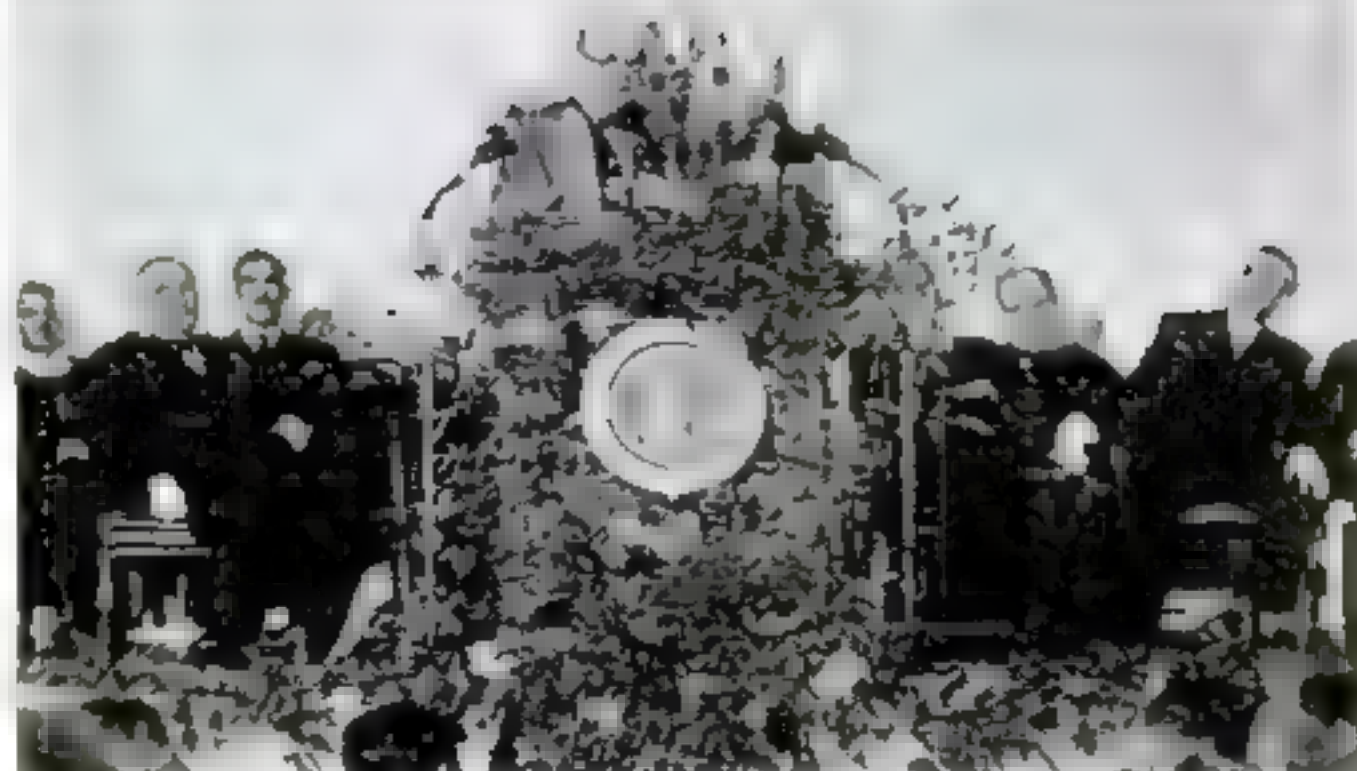
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CHURCHILL AT FULTON, MO. in March 1946 called for united action by the Western powers designed to stop further Russian expansion in Europe.

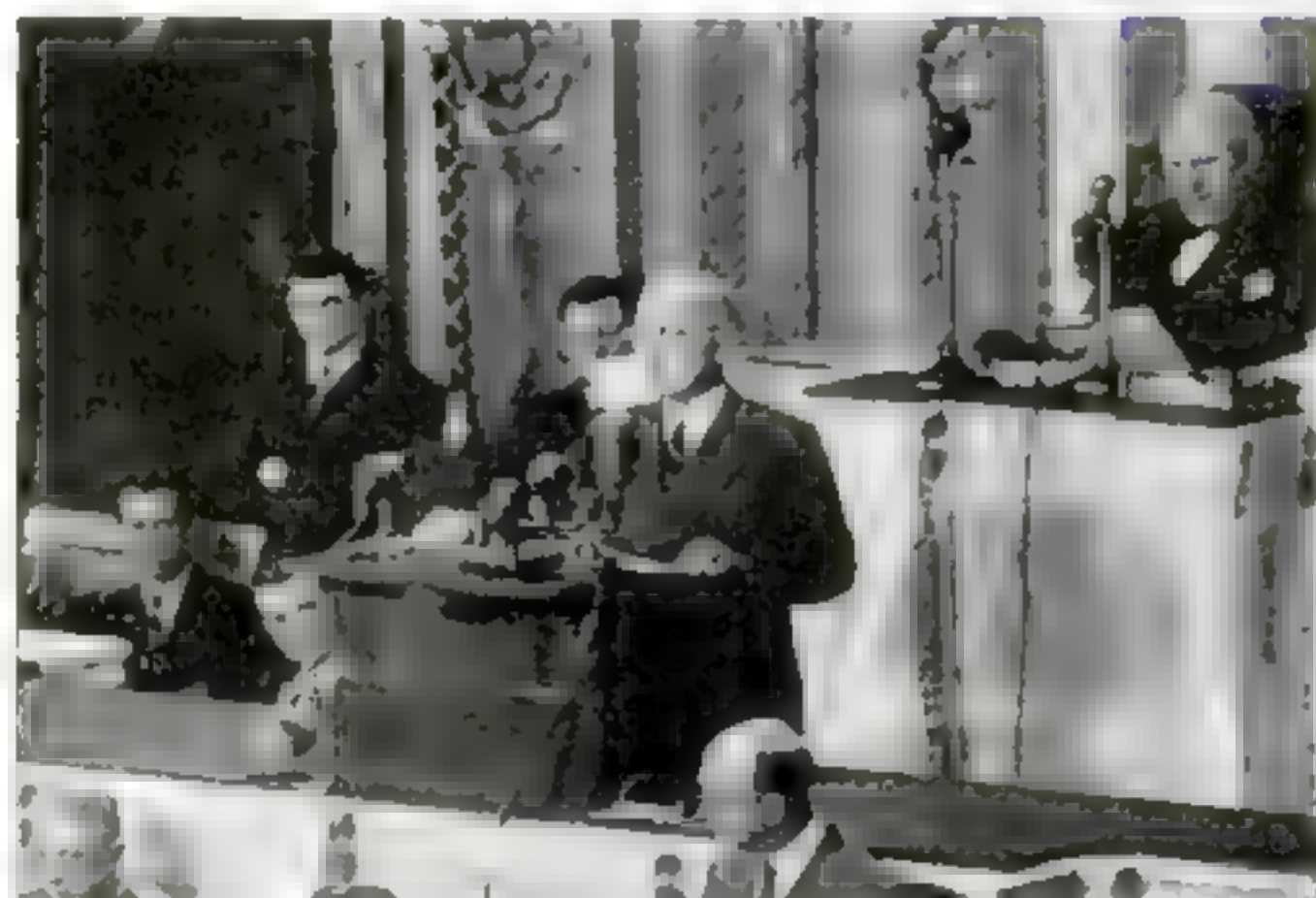
CHURCHILL CONTINUED

1944, when I was at the head of His Majesty's Government. It fell to me to take important executive action. I must emphasize that I acted with the full authority and agreement of my colleagues in the British National War Cabinet. We also felt at that time, like Mr. Dean Acheson now, and I do not doubt the opinion is maintained by the present Labor-Socialist Cabinet, that "a Communist-dominated Government in Greece would be dangerous to British security," and to the general cause of Freedom, for which we had contended so long. In December 1944, however, the case was aggravated and rendered urgent in the last degree, by the imminence of a Communist coup d'état enforced by methods of bloody violence on a formidable scale.

A Greek government in formal relations with the Allies had been brought back to Athens by a few British troops and aircraft and their own scanty Greek forces as the Germans fled. This operation was undertaken with the full approval of President Roosevelt. The King of the Hellenes and his brother, driven out by the Germans, naturally wished to return at the head of this small expedition. British policy, long declared, had however been to seek a plebiscite on the Monarchist issue; and the king deferred to our wishes and awaited in London the decision of the Greek nation. In this way I hoped to convince leftish sections of American opinion that British policy on Greece was based upon nothing less than the freely expressed will of the Greek people. Premier Papandreou, at the head of a government of all parties, including six Communist Ministers, and based on solemn agreements among them, was received with broad-based lively demonstrations of welcome in the streets of the capital. There was a passionate hope in Athens that the troubles were over. The Nazis had been driven out and thenceforward things would begin to mend.

However the Communist guerrilla bands, most of whom had done little or nothing against the German invaders and had, for their own dark purposes, hoarded the arms and ammunition we had given them to fight the common enemy, descended from the mountains, claiming to be the saviors of Greece, and also its rulers with totalitarian power. They infiltrated and forced their way into

CONTINUED ON PAGE 118



TRUMAN BEFORE CONGRESS, in March of 1947, urged that U.S. stop Russian expansion in eastern Mediterranean by giving aid to Greece, Turkey.

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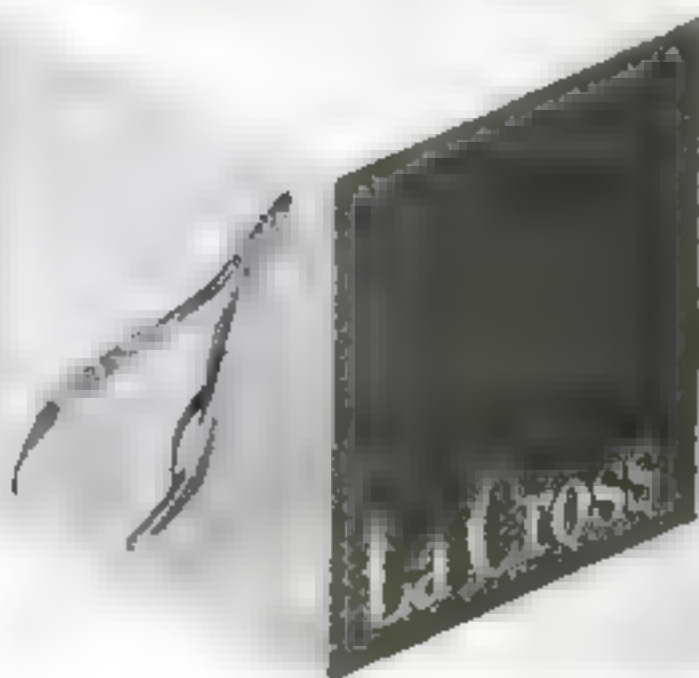
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OCTOBER 1944. Liberated Greeks celebrated German rout in ceremonies before Athens' Acropolis, but soon they were fighting bitterly among themselves.

## CHURCHILL CONTINUED

Athens, where a million people lived, and began a violent, murderous attack upon the police stations and other establishments of the newly arrived feeble, distracted, all-party government. The six Communist Ministers had done all they could by peaceful and constitutional influence to weaken the military forces at the disposal of the Greek government, and to secure the increasing admission of Communist elements thereto. At the same time they enjoined moderation, conciliation, comradeship and broad-based tolerance and Liberalism upon their fellow Ministers. Many concessions had been made to them during an agitated November.

In the early days of December the Communist buccaneers made their bold bid to capture Athens and dominate or kill all who opposed them. Most of the police stations were stormed, their occupants in many cases being killed to a man. The Communist bands, slaughtering all who stood in their path, had got within half a mile or less of the center of government. At this moment, long-plotted, carefully timed, all the six Communist Ministers—one was a little late—withdraw from the government. They flung down their resignations, and ran like rats to join what they believed to be the victorious Communist mastery of Athens.

Late one night at this time I drafted a telegram to our General Scobie, who had come into Athens with 3,000 men to help drive out the Germans, that he must no longer consider himself neutral between the Greek parties, but on the contrary, should sustain Premier Papandreou, and not hesitate to fire upon the Communist assailants. This order was sent at about 2 a.m. on the morning of Dec. 6. It was only just in time. The British troops, in small parties, advanced and fired upon the attacking Communists, who thought they had all in their grip but who fell back a little at this check and gave time for what was left of the Greek government to pull itself together.

In those weeks when Athens was being saved in the nick of time, I was much scolded by what are considered Left-Wing Progressive organs and elements of opinion in articulate Allied countries. The London Times, the Manchester Guardian, joined with a very large proportion of American newspapers in their censure of "British Imperialist aggression in Greece." I was astonished to see what a

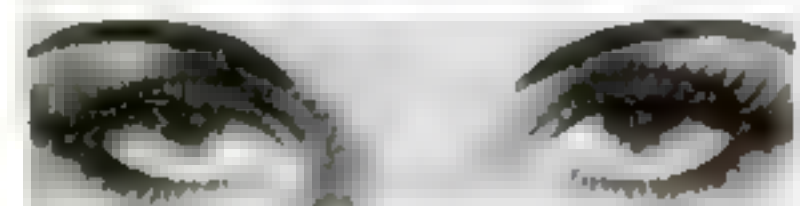
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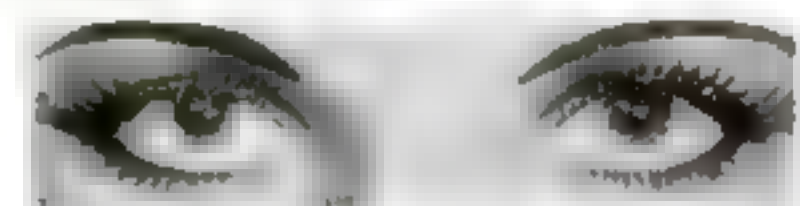
NOVEMBER 1944. British General Scobie tried in vain to make peace between General Saraphis (right), Greek leftist leader, and Rightist General Zervas.

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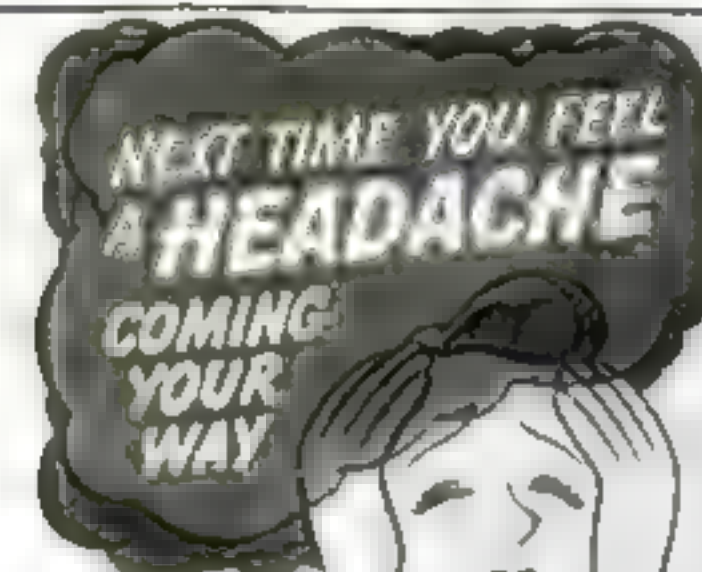


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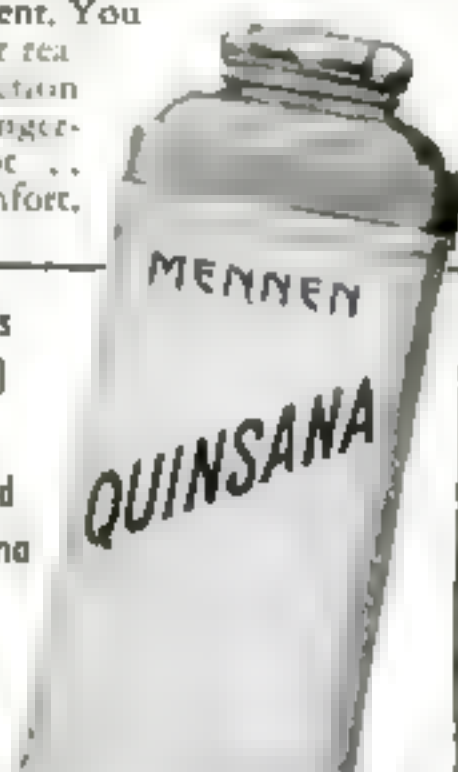
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Quinsana will destroy Athlete's Foot fungi that thrive and breed in socks and shoe linings. Quinsana helps heal cracks, relieves itching, burning on already infected feet. Daily care can prevent disease from coming back.

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• **SHAKE ON FEET**... Athlete's Foot fungi cannot live under dry, alkaline conditions.

Use Quinsana night and morning, after bath or shower, when feet are hot, perspired, swollen. Not messy like ointments or liquids. You'll like its soft, silky feel—its clean refreshing scent. You need Quinsana for real year 'round protection against the dangerous Athlete's Foot... and for foot comfort.



Most chiropodists (Foot Specialists) recommend foot massage and soothing Quinsana to comfort, pep up tired feet.

## HOWARD DA SILVA

is better  
than he was  
in "Two Years  
Before the  
Mast."



THERE ARE 6 GREAT STARS  
IN PARAMOUNT'S

# BLAZE of NOON



DEC. 3, 1944. Civil war broke out in Greece. Here Communist-led E.A.M. supporters and Nationalists fire upon each other in Athens' Constitution Square.

## CHURCHILL CONTINUED

bad press I got in America. Besides this the attitude of the State Department was sourly critical. A statement was issued by the new Secretary of State about British policy in Italy, which exceeded in acerbity anything ever said by the American government about the Soviet Union, with whom they had had so many differences and from whom they had received so many harsh communications. I was depicted in many newspapers as a shocking jingo, Tory, Imperialist reactionary, striving to beat down the free, generous, democratic impulsion of the Greek people. Even President Roosevelt, whom I had kept constantly informed about our Greek policy, remained silent under a series of personal protesting telegrams from me. When one has been in such close mental and moral relationship as I have been, and still aspire to be, with great tides of public opinion, in a brother nation, it is a shock to feel them flow all of a sudden in the opposite direction.

At home there was a political stir. But the National Coalition was solid; and the War Cabinet had seen a lot of troubles overcome. No one swerved or failed. Mr. Bevin, Minister of Labor, with his characteristic faithfulness, and never afraid to tell the truth as he saw it to anyone, assuaged and dominated the Trade Union Conference which happened to be meeting.

As the fighting in Athens developed, two or three British divisions moved gradually into the city. For 40 days of street fighting we battled for the life and soul of Athens. Ward by ward, district by district, almost house by house, the Communist intruders were driven back and finally out, with heavy losses. In their withdrawal, they murdered at least 20,000 men, women and children whom they did not like or who got in their way. But eventually, in spite of a storm of Left-Wing criticism, which, having a good conscience, I bore without vexation, the city of Athens and the Greek nation were saved from becoming a Communist Totalitarian State. After

CONTINUED ON PAGE 112



DEC. 26, 1944. Churchill (fourth from right) flew in secret to Athens to arbitrate at a meeting of Greek political leaders. The majority wanted a regency.

## ANCO RAIN-MASTER "Dead-Locker" WINDSHIELD WIPER ARMS and BLADES

BLADE SNAPS ON  
STAYS PUT



CAN'T FALL OFF  
CAN'T BLOW OFF

(A war-born invention—by ANCO—first)  
(for military aircraft—now for your car.)

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He's doing the best he can. Sure, he knows how dangerous it is for you to drive your car... in stormy weather... with your dull old windshield wipers that smear and smear. He'd gladly put on for you quickly a pair of keen new ANCO RAIN-MASTER Wiper Blades and Arms. He has them—Newest Models! But he forgets to remind you? Too busy? You can't shoot him for that!



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MAKE JOBS

After all, it's your car to protect. So you remind him. Get RAIN-MASTERS... patented features... original equipment on many makes of high grade cars and trucks... used in war—on our fighting tanks and trucks and ships and bombers too—because ANCO RAIN-MASTERS clean quicker, clean cleaner... last longer. May save you a costly smashup. Ask for RAIN-MASTER Windshield Wiper Arms and Blades next time you buy gas.

THE ANDERSON COMPANY  
Established 1928  
GARY, INDIANA

the  
difference  
is

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odorless  
hair  
remover

The difference between hairy legs and smooth, alluring ones is Imral. The difference between bad-smelling depilatories and a sweet, snowy-white cosmetic cream is Imral. The difference between razor nicks, stubby regrowth and a silken-to-the-touch finish is Imral. Just smooth it on. Rinse it off. One application does the complete job! What a difference.





# NEW! ANGEL FACE

**Sensational new make-up . . .  
Goes on without water . . . and stays!**

by **POND'S**

*New!*  
*'Not a cake make-up  
No water! Not drying!'*

No wonder Angel Face has been such an instant success! It's easier to apply—goes on without water! Just smooth it on with its own soft puffet. You'll love its glamour-toned mat finish, softer than cake make-up—and *not* drying!

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*Stays on longer  
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You've never known anything quite like Angel Face. There's a smoothing "cling" ingredient pressed right into it! It's this pressure-based "cling" that makes your Angel Face go on so evenly and stay on so angelically!

*New!*

*Can't spill in your handbag*

Special extra reason why everyone loves Angel Face—it's a marvelous traveler! Doesn't spill in your handbag. Won't "snow" over your dark clothes. Carry your handsome Angel Face case with you wherever you go. Be ready *always* to give yourself a fresh make-up—smooth, flattering, lasting!

*Society Beauties say:*

"I adore this new make-up of Pond's! It gives such a smooth lovely look to the skin and *clings* beautifully without being drying or masky. And no fussing about with water and a damp sponge. My handbag always has an Angel Face in it!"

THE LADY IRIS MOUNTBATTEN

"Pond's new Angel Face seems to combine the best features of all the make-ups I've tried. It gives a smooth, mat finish in a heavenly color . . . requires no water . . . and *stays on!*"

MRS. ERNEST DU PONT, JR.

"Angel Face gives the smooth color of a cake make-up—but is so much easier to put on! No water—*not* drying, either—and it *stays on* so well. I can't remember when I've been so keen about *any* cosmetic as this new make-up of Pond's!"

MRS. DAVID MCCORMICK

Angel Face has its own downy-soft puffet. 5 angel-sweet shades.

At better beauty counters everywhere—  
89¢, plus tax



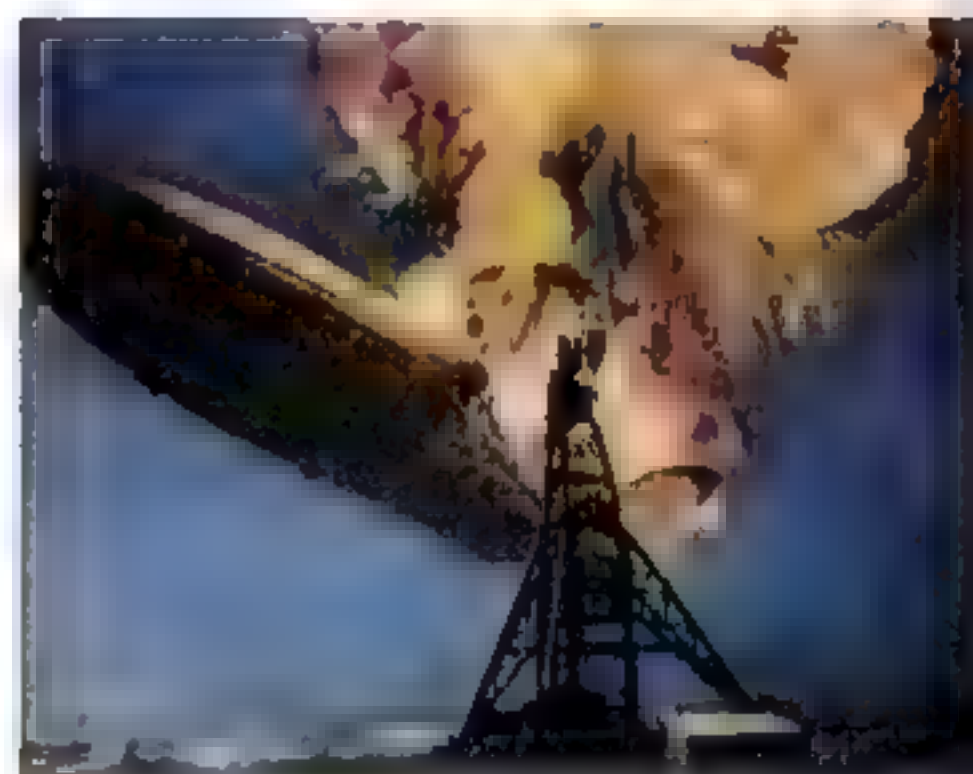
# What's your favorite news photo?



**1906** News photos have a way of sticking in the mind's eye. You may remember the rare photo above (shown with color added, as are others on this page) taken during San Francisco's earthquake, which occurred in Corby's 48th year of fame as a Canadian name.



**1914** This picture shows the arrest of Gavrilo Princip who had just shot and killed the heir to the Austrian throne, Archduke Francis Ferdinand, and his wife. This act touched off a series of events that quickly led to World War I, in Corby's 56th year as a respected Canadian name.



**1937** One of the all-time great photos—explosion of the Zeppelin Hindenburg at Lakehurst, New Jersey, as the giant ship nosed to its mooring after a trans-Atlantic voyage. Cameras were first; pictures became more exciting, as the name Corby's reached its 79th year of Canadian renown.

**1947** Picture magazines and picture sections in papers take you to the scene of world events. As great happenings come to life in your leisure-time reading, you may want to enjoy Corby's Whiskey. Coming to the U.S.A. from Canada six years ago, the name Corby's now brings you light, smooth flavor—a whiskey that does wonders for your favorite drink. Ask for Corby's in your bar or store.



## CORBY'S... A GRAND OLD CANADIAN NAME

PRODUCED IN U.S.A. under the direct supervision of our expert Canadian blender

86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co., Limited, Peoria, Illinois





**MARCH 1946.** Greek elections, the first free ones in a decade, were held in polling places under the supervision of Allied teams. The conservatives won.

## CHURCHILL CONTINUED

much labor and exertion, they were even allowed a free vote about what kind of country they wanted to be, and what kind of government they wanted to have. Both at the elections and in the plebiscite the Greeks voted as I had always believed and predicted. There is no part of my work of the righteousness of which I am more profoundly convinced than the British conduct toward Greece in the winter of 1944 and 1945. And it is upon the foundation of this work that the United States is able to take its stand today.

As Mr. Dean Acheson expresses it:

"A Communist-dominated government in Greece would be considered dangerous to United States security."

In all this Greek business, which searches curiously into the quarrels of modern intellectuals, I base myself upon two unimpeachable documents. The first is the report of the British Trade Union delegation headed by Sir Walter Citrine, now Lord Citrine, which visited Athens in January 1945 and saw, unearthed before them in their mass graves, the long rows of corpses of the victims butchered by the Communists as they were gradually driven back. They reported fully and faithfully to Parliament, and their testimony was accepted by the British people. The second is the Greek General Election of March 1946, supervised by the American-Anglo-French Commission, and cited by President Truman in his recent message to Congress as a free and fair expression of Greek public opinion. All the talk and denunciation of British Imperialism in Greece was sheer nonsense. We had no special interest to serve, except the cause of Freedom; and many others are involved in that. We sought and seek nothing from Greece but to give her a fair chance of revival, and thus to do our duty to which we had pledged ourselves by long sentiment and alliance.

I have thought it right to record these notes of the recent past, because nowadays people forget so quickly, and there is such a clatter going on, with something to startle or puzzle one every day, and also because there must be a background to every picture. The scene which we have to contemplate and try to measure at this moment is enormous. It comprises all the passions of mankind, all the policies and anxieties of the victorious powers, and upon a correct judgment of it depend the peace and future of mankind.

Let us now pass from Greek episodes to the other and larger dynamic questions raised by President Truman's declaration of March 12, 1947. This involves the decision of the United States to take a leading part, so far as it is necessary to world peace, in the Eastern Mediterranean, or what is commonly called the Middle East.

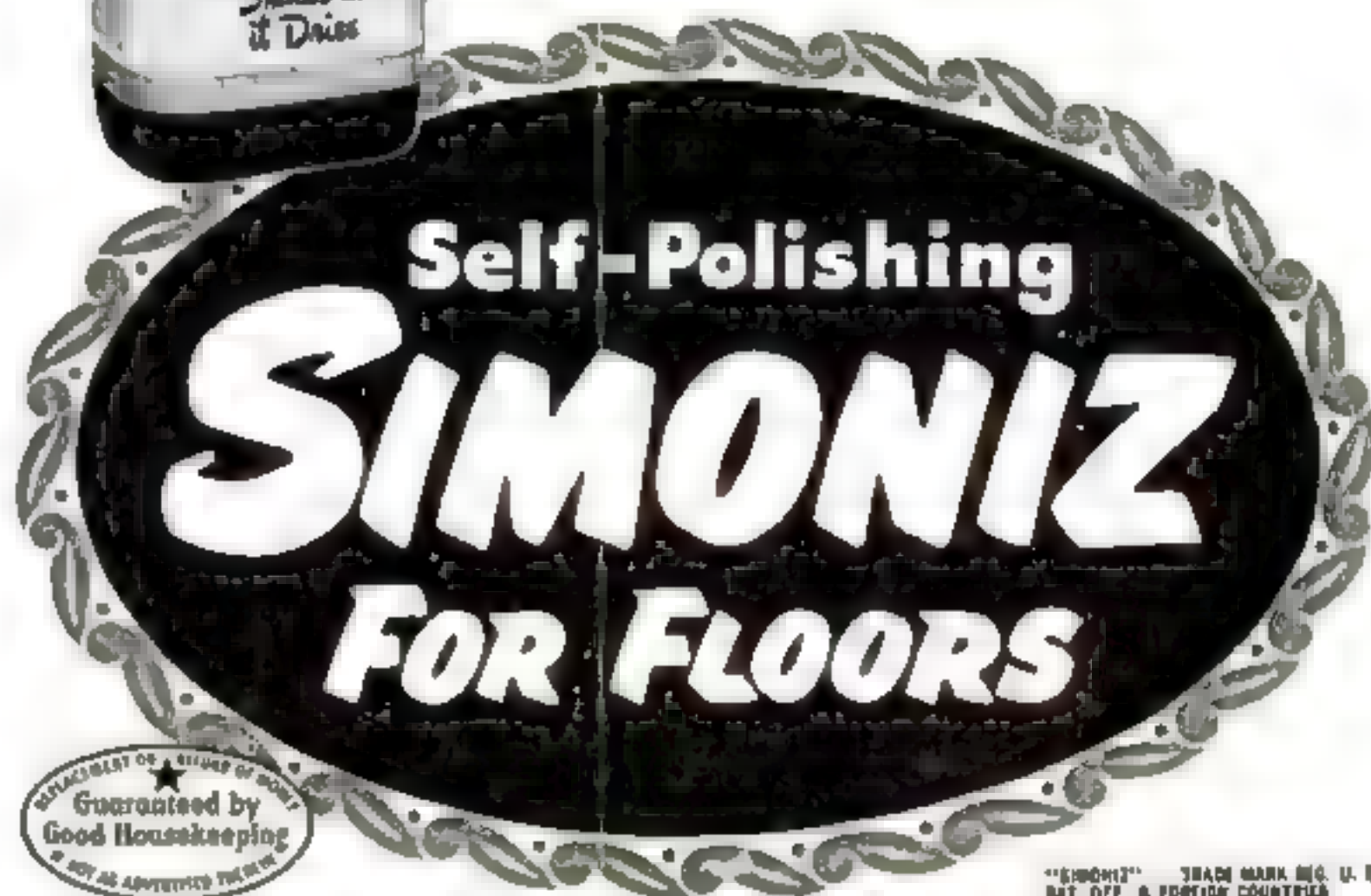
Great Britain at the present time is not capable *alone* of maintaining stability in the Eastern Mediterranean basin. The decline of British power has been accompanied by the rise and expansion of Soviet Russia. The ambitions of this mighty Communist Empire and oligarchy go far beyond the dreams of Czarist days. The domination of the whole of the Balkan peninsula by Communist rule, under Soviet guidance, and the conquest and probable incorporation of Turkey are the two immediate objects of Russian desire. Beyond these stretch the Arab world and the Nile Valley. We have even had a request made publicly to the other great Allied Powers for the establishment of a Soviet Russian naval and air base in the Central Mediterranean at Tripoli or elsewhere. This is the exact reproduction of the Czarist appetite for Port Arthur 50 years ago. At the Potsdam meeting the Soviet leaders also put forward their

CONTINUED ON NEXT PAGE

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*Ernest D. Hurlburt*  
PRESIDENT

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William Thomason, of Los Angeles, Cal., says: "It's fun to be thirsty when you can get Squirt. Of all the drinks I've tried, Squirt is best."

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**GOVERNMENT SENTRIES** guard posts in north-central Greece where for more than a year Communist-led rebels have been waging guerrilla warfare.

### CHURCHILL CONTINUED

demands, which they have since reiterated, for the military control of the Dardanelles. It must be recognized that free and effective access to the oceans and broad waters of the world is a natural claim for so vast a land power as the Soviet Union. I have myself always favored this aspiration. A very fair, far-reaching offer was made to Marshal Stalin by the British and United States Governments about the Straits. The Montreux Convention was to be revised and the waterway was to be placed under exactly the same conditions as the Suez Canal, namely free passage for ships and warships of all nations in peace and war. This treaty to which Russia and Turkey would both be parties was to be guaranteed by both Great Britain and the United States. But this remarkable assurance was not enough. The demand was immediately made by Marshal Stalin for a Russian fortress inside the Straits which would of course dominate Constantinople, or for a similar base in Greece at Salonika or Dedeagatch. At the same time the American request, supported by Great Britain, that there should be free navigation throughout the Danube was obdurately refused.

To set forth these desires as they have been propounded by the Russians is not to suggest that the Soviet government would seek to enforce them by war or that they desire war. Their wish is for peace and plenty. If there were no serious opposition, they would press hard and heavily by external pressure and internal Communist conspiracy. If they resisted in the diplomatic sphere to an extent which opened the possibilities of a major war against equal or stronger forces, they would not, as it seems to me, press their ambitions and policies to a breaking point, at any rate not for the next few years.

We have already some experience. Eighteen months ago it seemed that the Russians meant to overrun Persia. They had made themselves masters of its northwestern province, Azerbaijan; and

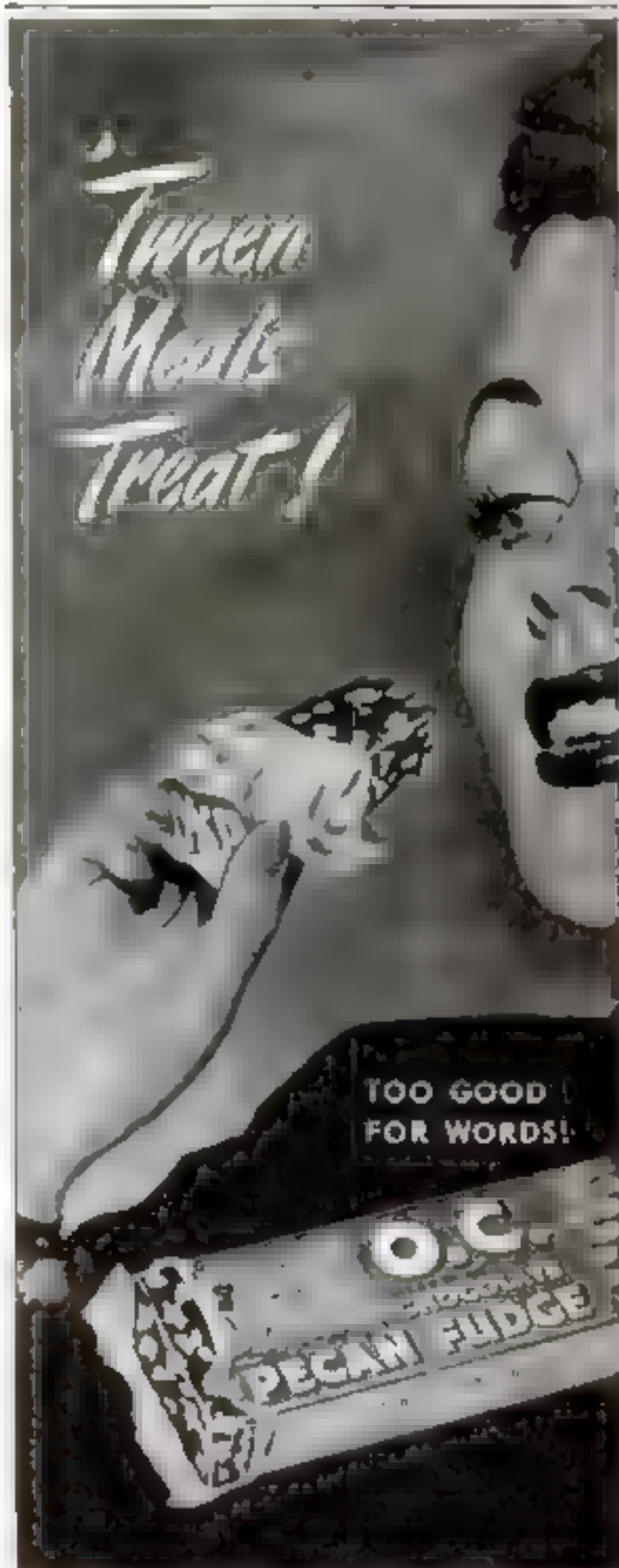
**CONTINUED ON PAGE 118**



**SUPERCARRIER "FRANKLIN D. ROOSEVELT,"** potent reminder of U.S. power, anchored off Greece immediately after King George II won plebiscite.

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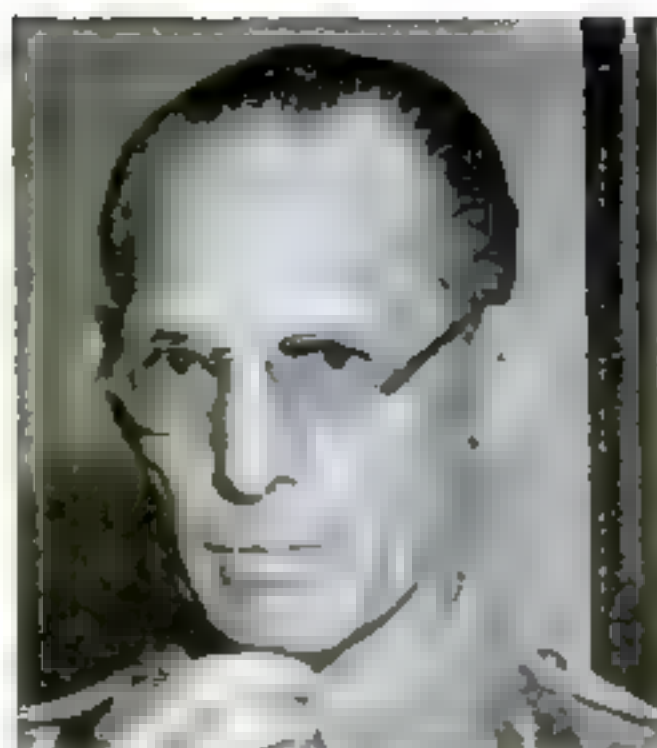
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**KING GEORGE II** died on April 1,  
6 months after resuming the throne.



**KING PAUL**, George's brother and  
next of kin, succeeded him. He is 45.

### CHURCHILL CONTINUED

a local Communist-inspired political machine took over power there as the result of elections on the Soviet model. This direction of advance seemed to have been selected because only British troops and British interests were involved in Persia. Thus the Soviet expansionist movement could be represented as a blow against "British Imperialism" at a point where Britain would be left alone and might be expected to submit. To the great surprise of the Soviet government, the United States suddenly announced itself an interested party and the whole issue was laid before the United Nations organization. The danger which at one time looked grave swiftly subsided. Both the British and Russian troops withdrew from Teheran in accordance with their Treaty obligations. The Persian government, after many strange transformations and by processes not easily comprehended by foreigners, found itself strong enough to overcome the Communist Administration in Azerbaijan and has successfully reincorporated that province in the Persian State. The Russian Soviets, whose forces were locally overwhelming, accommodated themselves to these events with praiseworthy restraint. This should give confidence to those who, like myself, believe that the Soviets, in the present condition of their own country and in the present groupings of the surviving great nations of the world, do not wish for war, but only for its fruits and for these only if they can be gathered without too much disturbance.

I have always tried, agreeably with my own national duty, to move in understanding harmony with American thought. This has been proved several times in great moments by supreme events. On Greek affairs in 1944-45 I seemed to find myself out of step. But today it seems I was pursuing the exact policy which, little more than two years later, the United States has adopted with strong conviction. This is to me a very intense satisfaction. What has now been set forth by President Truman and the State Department is the vindication, not only of the British War Cabinet and what they did for Greece in 1944-45, but also of Mr. Attlee, Mr. Bevin and Mr. Morrison, who, having unexpectedly obtained power and in-

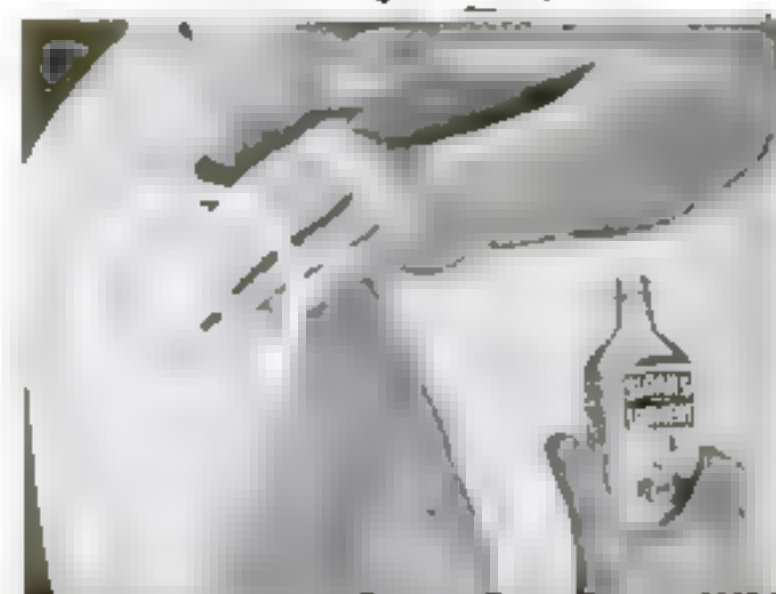
CONTINUED ON PAGE 121



**AT DARDANELLES**, one of the objectives of Soviet imperialism, Turkish troops of Gallipoli defense zone parade at dedication of government building.

## Why Endure Agony of RHEUMATISM ACHES and PAINS?

Pat on SLOAN'S—quick! Helps bring  
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about... a cheery smile, the evening paper, easy  
slippers, and a bottle of Schlitz to flavor golden  
moments. Famous as a product in which quality  
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is an unchanging friend of your leisure hours  
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What had happened was simply this: A radar searching "eye," mounted on the turret, located a pursuit plane coming up from the rear some 25 miles away and followed its position until it was within effective firing range. Through an amazing system of electronic controls it kept both the turret and the guns trained squarely on the target . . . fired the guns at a specific moment . . . ceased firing

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Amazing as this may seem, it is but one of hundreds of super-scientific achievements of the U. S. Army Air Forces, working hand in hand with civilian science and industry. But it illustrates the highly technical training and knowledge to be gained by men who can qualify for the Army Air Forces. Air Forces men must know and understand the operation, maintenance and repair of the complicated devices they have at their command.

Throughout the entire new Regular Army, hundreds of thousands of keen young men are acquiring training and experience second-to-none in many valuable skills and trades. They are being well paid, clothed, fed and quartered while they

learn. Many are traveling abroad, visiting places and seeing sights they might never see otherwise.

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herited responsibility, have persevered, in spite of many complications, along the same well-thought-out lines.

I understand and have never underrated the weighty arguments of former days in favor of American isolationism. If my father had been an American citizen instead of my mother, I should have hesitated a long time before getting mixed up with Europe and Asia and that sort of thing. Why, I should have asked myself, should my forebears have gone across the Atlantic Ocean in little ships with all the perils of wind and weather to make a new home in a vast, unexplored continent? Why should they have left class and feudal systems of society, or actual tyrannies which denied them religious freedom, to encounter the unknown? Why should they have struggled through hard bleak generations cutting down the forests, cultivating the land, fighting the Red Indians, climbing over the mountains, wending across the prairies, driving their covered wagons and presently their railways, to the misty and mysterious Pacific, in order to find, create and consolidate "the land of the free and the home of the brave"—why all this, if it was not to find self-expression in isolation? Why, then, I should have asked myself, have I got to go back to Europe and to Asia, just because they showed me maps of these continents when I was at school? Are not the oceans broad and have we not got one on each side of us? It would have taken me a lot to get over this.

However there has been a lot, and it is needful to look around upon it all. The United States has become the most powerful force in the world, and at this same moment all the ancient nations and races of Europe and Asia, except only the Union of Soviet Socialist Republics and Great Britain and her Commonwealth, have been for the time being exhausted in the aftermath of their horrible struggles. More than that, the fundamental principles which have governed the growth of American democracy, are also challenged, not only in Europe and Asia, but in every country throughout the world. The doctrine that all men are created free and equal and are entitled to life, liberty and the pursuit of happiness, is confronted bluntly and menacingly with the totalitarian conception that the State is all and the individual is a slave or a pawn. The remaining free, democratic countries are also preyed upon from within by a sect which has no national loyalties and obeys blindly the orders which it receives from the supreme Communist oligarchy in the Kremlin. This also raises new and far-reaching issues.

It would seem to force thoughtful and patriotic Americans to ask themselves why millions of Americans should be taken from their homes and farms and businesses from which they get their living and rear their families, to go across the ocean every 25 years or so and shed their blood in wars, in the making of which they have had no say, in the preventing of which they have so far been no use. Why should the American people pour out its life and treasure generation after generation to try to put things right across the oceans after they have watched them all go wrong?

### The U.S. must lead or fall

THESE are the questions which I would have pondered over, and perhaps said something about, if I had been born a citizen of the United States. But I should also have memories and comprehension of what had happened in the last 30 years or more. I should see this shattered, convulsive, quivering Europe as a source of great danger to me in my home state—which I might have been elected to represent in Washington (you never know). When I reflected on the strength of the United States, its freedoms and its many virtues, all the toils, sacrifices, costs and burdens cast upon it, I might well have come to the conclusion that the United States has no choice but to lead or fall. It is certainly not strange that American opinion should be greatly influenced by President Truman, General Marshall, Mr. Bernard Baruch, Senator Vandenberg, Governor Dewey and other champions of peace and progress in trying to nip evil in the bud, quench fire at its outbreak, and stop pestilence by timely inoculation.

And then there are other facts. There is this awful thing they call Science. It never will leave you alone—not even after conquering the redskins and the forest and the prairies. Facts, obnoxious and persistent, come reaching out their claws, upsetting the lives of homes from Boston to San Francisco, from Chicago to New Orleans. Detestable facts arising from muddle and disaster thousands of miles away, or from terrible discoveries and inventions, but facts none the less, that all can see and have lately felt. These are facts that must be mastered and controlled. And not only are there these ugly facts, there are the calls of duty inseparable from world-power and its responsibilities. I am not surprised that many Americans ask whether it would not be worthwhile. Would not it indeed be a measure of ordinary prudence, would it not also indeed be a high

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Kreml contains a special combination of hair grooming ingredients, which is found in NO OTHER hair tonic. Kreml is preferred among America's most successful men—it assures such natural looking hair grooming—always so neat. Helps keep your scalp 'HYGIENIC', too. Enjoy Kreml's extra advantages.

# KREML

## HAIR TONIC

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CONTINUED ON PAGE 123



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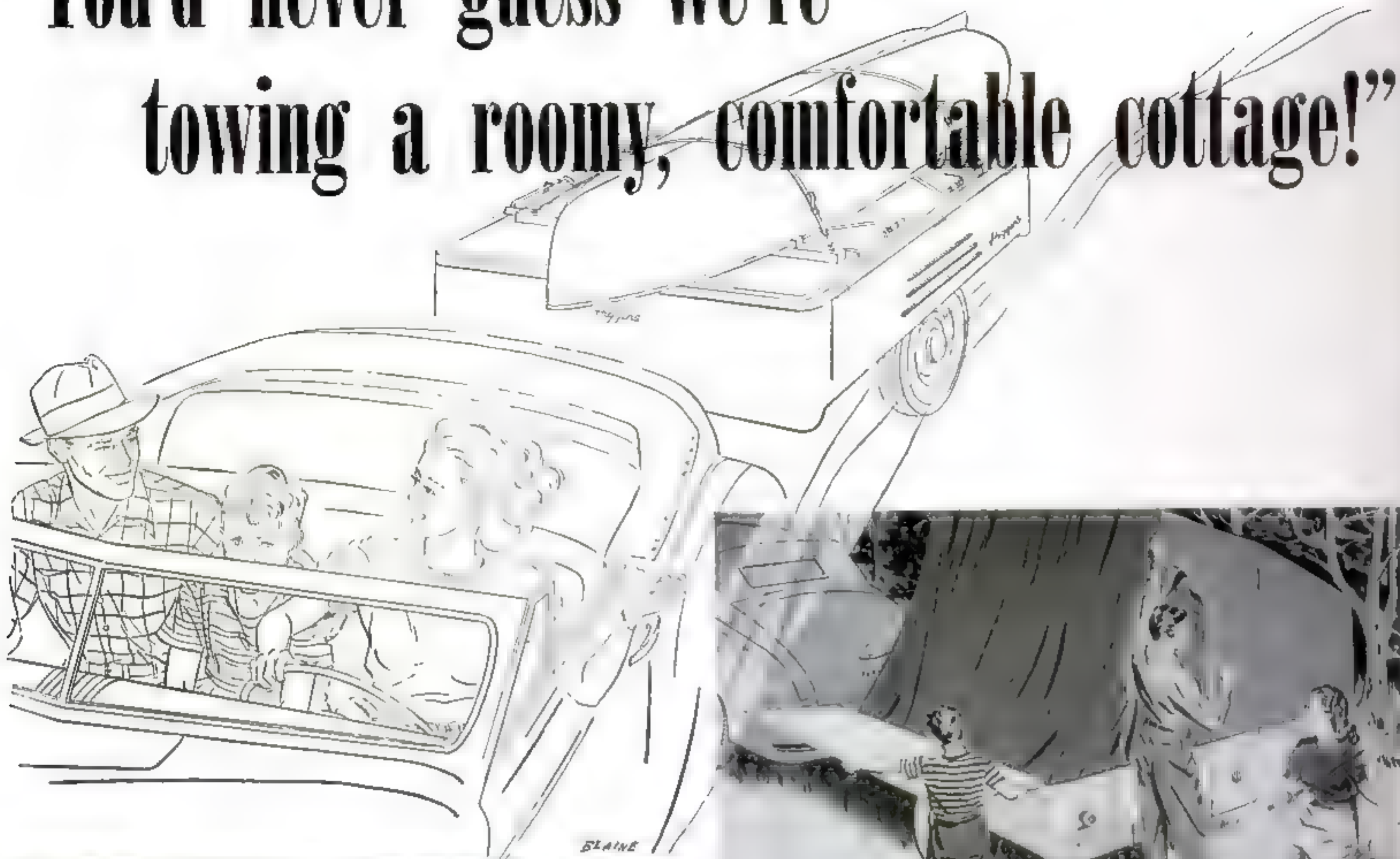
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**LOOK AT THE ROOM INSIDE!** Two full-length beds, with luxurious air-mattresses, provide restful sleeping for two to four. Lots of storage space for cooking equipment, food, bedding, outdoor gear, shells and tackle. Built-in, easily accessible ice-box. Nylon-screened windows and door give ample ventilation, can be closed drum-tight in heavy weather.



**IN A MATTER OF MINUTES** the *Higgins Camp Trailer*\* (so compactly designed that it can be up-ended and stored in your garage) opens into a comfortable dwelling. The snug, sturdy, aluminum-framed tent swings into position just as easily as Aunt Emma's umbrella. It is ideal for week-end family outings, hunting or fishing trips.

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**NO MORE WORRY ABOUT RESERVATIONS**—your own week-end resort goes with you. Lightweight, steel-braced aluminum alloy body rides without drag or sway, handles smoothly in traffic. Easy on your gas budget. Higgins Camp Trailers are moderately priced, available now for prompt delivery. Shown atop trailer: 12-foot Higgins Auto-Carry Boat—all mahogany, lightweight, safe. See your nearest Higgins dealer. Dealers in all major cities.

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INCORPORATED NEW ORLEANS  
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## ARE YOU LOSING YOUR APPETITE?

What you can do about this first  
sign of advancing age

From age 30 on, according to medical authorities, there is a fading of the sense of taste and a decline in the ability to digest certain foods.



Enjoys food

Although this can result in a smaller appetite, your need for the food elements nature uses to keep body tissues from "wearing out" may be as great as ever.

Thousands have found Horlicks Malted Milk an easy-to-digest, quick-to-digest way to get extra body-building and energy food. Two glasses a day, in milk, will give average men and women 25 to 35% of the body-building protein they need to get from their daily food.

And Horlicks is so good to drink at mealtime or at bedtime. You'll like it, too, as a between-meals energy booster. It has a rich, full-bodied flavor—so smooth, satisfying. You'll say it's a pleasant as well as a healthful practice. Ask your doctor.

Start the Horlicks habit today. Get the one-pound jar at your drug store. Horlicks Corporation, Racine, Wisconsin.



A wonderful source  
of **FLAVOR**  
for meats

Write for "Cooking for a Man"  
G. F. Heubel & Bro., Inc. Hartford, Conn.

The **DASH** that  
makes the **DISH**



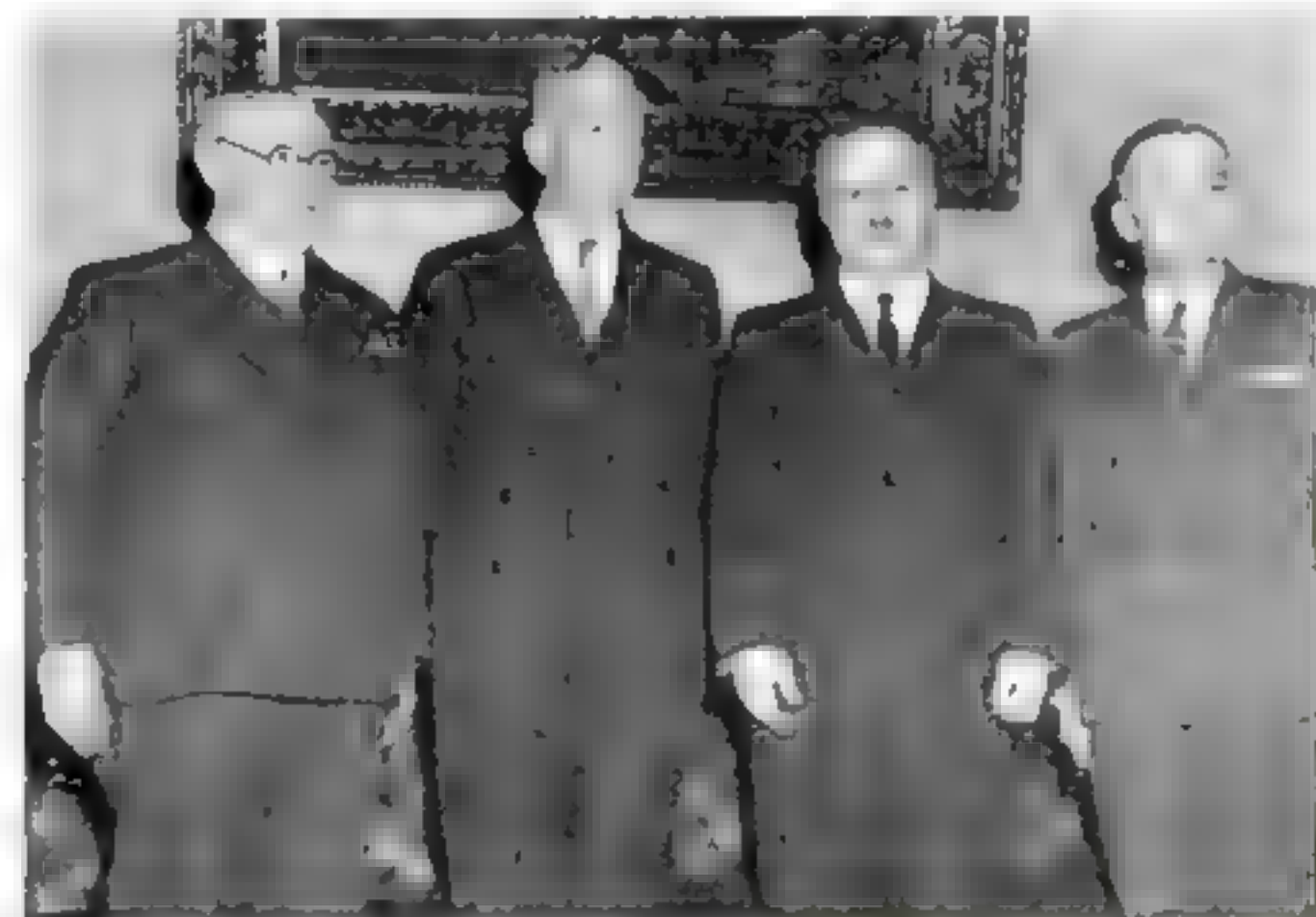
## CHURCHILL CONTINUED

moral duty to take a little interest between whiles in matters which make so great a difference to the ordinary life and welfare of the American Common Man? It must be the interest as well as honor for every man in every free country to see whether these unrelenting, recurring dangers cannot be so governed by a world organization as to make things better for all humanity.

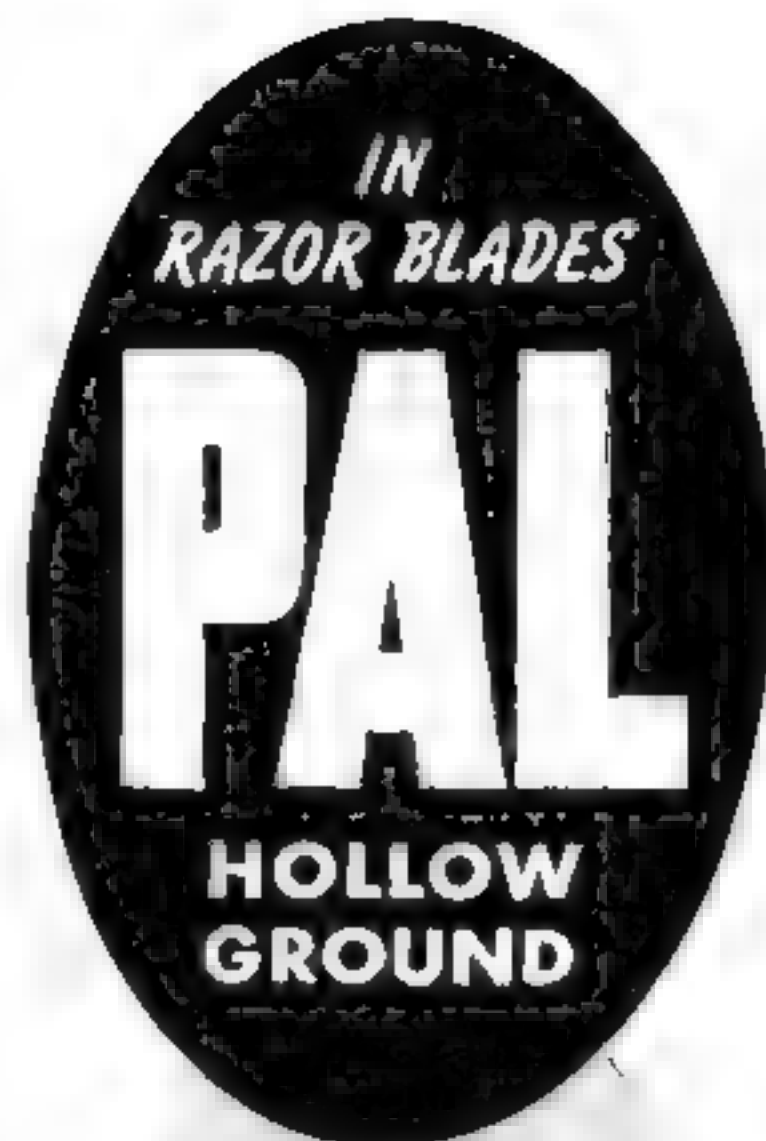
I have now something to say about my own country. It would be erroneous for Americans to suppose that Great Britain has ceased to be a State and Nation of high and enduring power in the world, or that its people have no longer within them the slowly maturing qualities which have made their history famous, and reached their finest expression in 1940. It may be true that the British withdrawal from India and Burma, now in somber progress, marks the end of that mighty Empire and Mission in the East, which for two centuries had raised England to a world pinnacle. But it is after we have departed from these wide lands with their teeming and now convulsed populations that the ensuing tragedy will bring a better understanding, especially in the United States, of the part we have played and the work we have done. No doubt it is also true that under continuance of Socialist rule the British island could not support its dense population of forty-seven millions, and certainly not the standards of life to which they have long been accustomed, which compared so favorably before the wars with those of any other European country.

What is not certain is that Socialist rule will continue. British democracy, working under free institutions, and fortuitous elections, appears superficially changeable. Who could compare the Britain of Munich with the Britain of Dunkerque? A casual observer from outside would find it hard to believe that we were the same race of people. Britain has of course been grievously weakened by the effort she made in the two victorious world wars fought against German aggression. This is especially true of the last, in which we made intense exertions from start to finish. The zeal and energy, with which we fought that struggle has brought us at this moment to a point of exhaustion, psychological, physical, financial, economic, usually seen only in defeated countries, and not always in them. But this phase will pass. The British nation will rise again, if not to its former pre-eminence, at least in solid and lasting strength. As I said at Fulton: half a century from now, there will be at least eighty millions of Britons spread about the Globe, united in defense of our traditions, our way of life, and of the world themes to which we and the United States have long been faithful. No importance need be attached to the discordant voices of the forty or fifty crypto-Communists in the House of Commons. They have their rights in a free assembly. But Britain and the British Commonwealth as a whole will welcome the establishment of American power in the Middle East and will give her potent aid by every means. Americans should not hesitate to march forward unswervingly upon the path to which Destiny has called them, guided by the principles of the Declaration of Independence, expressed so carefully and so pregnantly in the balanced, well-shaped language of the 18th Century, by the founders of the greatest State in the world. All is there, nothing can be abandoned; nothing need be added, nothing should be denied.

Let us then go forward together in all understanding and amity. Divided all may be destroyed piecemeal; united, in the World Organization, we may save freedom, civilization and democracy—and perhaps even roll away the curse of war forever from mankind.



CONCRETE ISSUES which will affect peace of world are now being thrashed out at Moscow Conference by Ministers Bevin, Marshall, Molotov and Bidault.



HAS  
THE  
"EDGE"  
5 ways

1. Not just because the edges last longer
  2. Not just because they shave smoother
  3. Not just because the edges are keener
  4. Not just because they cost less to use
  5. Not just because they are uniformly perfect
- but PAL Hollow Ground has the "EDGE" in ALL 5 WAYS!



DOUBLE EDGE SINGLE EDGE

RUST RESISTANT

4 for 10¢ 10 for 25¢

25 for 59¢

Economy Size

50 for \$1.

BUY A  
PACK TODAY

AT ALL  
GOOD STORES

PAL HOLLOW GROUND BLADES ARE MADE IN U.S.A., CANADA, GREAT BRITAIN AND SOUTH AMERICA AND ARE SOLD ALL OVER THE WORLD





Come over on the  
Sunny Brook side!



Enjoy the whiskey that's  
"Cheerful as its Name"

Here, sir, is the season's catch  
of prime Kentucky flavor. Come, taste good  
OLD SUNNY BROOK that so happily weds  
rich taste with a smooth and  
mellow lightness. Take this whiskey straight  
—it's a pleasure. Or mix it in  
your own good way and drink  
downright delight!



OLD  
**SUNNY BROOK** BRAND

LOOK FOR  
THE INSPECTOR  
ON EVERY BOTTLE



Kentucky Whiskey—A Blend

93 PROOF • 65% GRAIN NEUTRAL SPIRITS • NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK



# A SURE HIT FOR LITTLE THEATERS

They will love "John Loves Mary"

Among the many plays that come to Broadway every season there may be one or two which have a long post-Broadway life ahead of them. These are the plays which, because their fun is almost fool-proof, are especially useful for summer theater, college dramatic clubs and community theaters. In the past 10 years *You Can't Take It with You* and *Junior Miss* have each earned more than \$100,000 from stock-company and amateur performances.

The latest prospect for these happy ranks is *John Loves Mary*, the most successful new comedy now on Broadway. Into his play Author Norman Krasna has packed all the ingredients for a good amateur show. It has one set and has a relatively small cast. Its lines are funny and not off-color. Most of the play's humor lies in its situations, which are sturdy enough to withstand nonprofessional treatment. Its plot deals with a young GI named John who returns to his New York sweetheart, Mary, after three years overseas. John owes his life in battle to his GI friend, Fred. So he weds Fred's English girl friend simply to get her into the U.S. Planning a quick divorce, John expects to deliver the girl to Fred and marry Mary. But it turns out that Fred has married another girl and John is temporarily stuck with an unwanted wife.

Amateur directors could well study the technique of the play's director, Joshua Logan, who staged comedy scenes briskly but with great deliberation, making sure that every line and situation is understood. It will probably be more than a year before *John Loves Mary* is released by its producers, Rodgers, Hammerstein and Logan. But *LIFE* shows here some of the situations and scenes of the play that will make it suitable for talented amateurs.

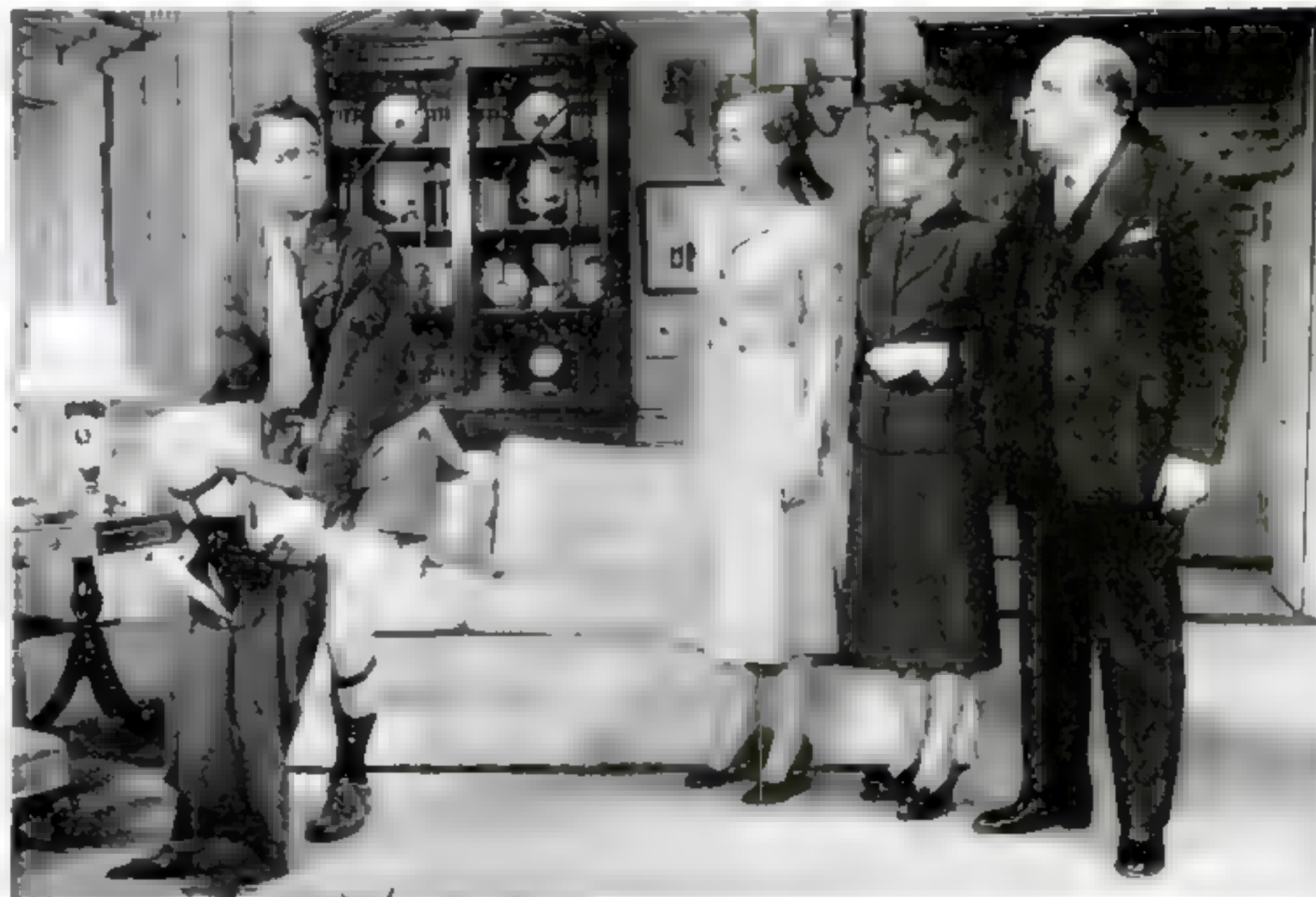


**SURE-FIRE LAUGHS** greet scene when the caviar bought for John is gobbled by his friend (Tom Ewell).



**A BANG-UP ENTRANCE** is made by John (William Prince), who comes home after three years and catches

his girl Mary (Nina Foch) wiping up spilled caviar. Mary planned to be gracefully posed, awaiting John's kiss.



**GOOD CLEAN FUN** in questionable situation comes when John is caught changing into civilian clothes by

Mary's parents (Ann Mason, Loring Smith), who return unexpectedly to their apartment in New York hotel.





IT'S "TOPS" WITH UP-AND-COMING MEN!

# *The Air Cruiser* by MALLORY (AS SEEN ON FIFTH AVENUE)



● Some like them tan, some like them gray. Some prefer the wider brims, others choose the narrow. But wherever men ride the nation's airways, The AIR CRUISER by Mallory is their favorite flight companion.

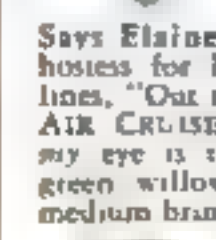
You'll quickly discover why. For The AIR CRUISER is a comfortable, companionable hat that keeps its smooth good looks despite rough treatment. It's a lightweight for wear in any climate. And, thanks to Mallory's exclusive *Cra-vette* process, its streamlined good looks are showerproof.

Your Mallory dealer will gladly help you select The AIR CRUISER in the color and brim that adds most to your good appearance.

## TOP FAVORITE ACROSS THE CONTINENTS



"Here in the East," reports Sabina Joswick, United Air Lines stewardess, "our best-dressed passengers prefer The AIR CRUISER with a medium-narrow brim. That rich tan 'oak' color is 'tops'!"



Says Elaine Lund, pretty hostess for Northwest Airlines, "Out in Chicago The AIR CRUISER catches my eye is that lovely soft green willow color, with a medium brim."



"Down 'round New Orleans way," skyways stewardess Johnnie Ray, of National Airlines, reports, "we like to see our men wearing The AIR CRUISER with a tight wide brim . . . and in that stunning 'carned' color."



"Out on the sunny West Coast," TWA stewardess Barbara Kent confides, "the best-dressed men I see choose The AIR CRUISER with a medium wide brim . . . and in that cool sky gray color."



# MALLORY

  
*hats*

STYLE LEADERS FOR 130 YEARS

## "John Loves Mary" CONTINUED



A "DOUBLE TAKE," an old and sure device for getting a laugh, is a delayed reaction from a character who hears or sees something startling, with no expression, then reacts violently. Here John, with his future father-in-law (right) and Fred, does a double take, spluttering into his highball. Fred has just hinted his plot to get rid of John's unwanted wife: he has bribed an ex-lieutenant, now a movie usher, to pose as an officer and order John to leave at once for Nevada for a secret divorce. Neither Mary nor her parents know anything about John's wife.



A MINOR COMEDY CHARACTER, especially with a funny accent, is a useful addition to a comedy. Also, in an amateur company it gives a chance for a local comedian to do a bit of clowning. On Broadway the minor character of Lily, John's English wife, is played with a cockney accent by Pamela Gordon, Gertrude Lawrence's daughter. Lily, an uninhibited English nightclub dancer, is a good foil to Mary's father, the dignified senator. While both boys watch her nervously, Lily nudges the senator, tells him she is going West where "the antelopes play."

CONTINUED ON PAGE 123





## Stripes tell a story



**I**T'S NO TALL TALE to say that Van Heusen stripes tell the world you're a smart dresser! Whether they come in narrow stripes, corded stripes or high, wide and handsome stripes—this season's new patterns speak up for your style-savvy. Let us state, straight up and down—you strike the right note in Van Heusen collar styles. Every Van Heusen shirt is Sanforized. A new one free if it shrinks out of size. Phillips-Jones Corp., New York 1, N. Y.

**Van Heusen**  
shirts

MADE BY THE MAKERS OF VAN HEUSEN SHIRTS • TIES • PAJAMAS • COLLARS • SPORT SHIRTS







**Jade smooth** ...to paper and the writer's touch, is the unique point of the Inkograph...not a metal copy of the ancient sharpened quill, not a temperamental nib that bends, balks, scratches dry, runs blots if not delicately adjusted to the paper surface...The Inkograph's point is the rounded end of a thread-fine cylinder of 14 karat gold, and so hard it is impervious to pressure, the corrosion of ink, the wear of years and millions of words... A true point, like that of a pencil, it writes as it moves in any direction, suits every hand and style of handwriting, spares effort, lessens fatigue...Pressed to paper, this jewel point opens a tiny drop valve, releases ink which is drawn down through a capillary channel as slow or quickly as the writer writes

A FINE writing instrument, precision made, the simple structure of the Inkograph gives it great strength, exceptional durability, longer and more satisfying service...and exclusive functions such as ruling, drawing, making carbon copies, writing on rough surfaces...

Now INKOGRAPH'S great utility is matched by its fine appearance, in five smart new colors... Mist Grey, Midnight Blue, Garnet Red, Forest Green, Woods Brown, as well as black...And its price is still \$2.00...at good stores everywhere... Inkograph Co., Inc., 200 Hudson St., N. Y. C. 13.

# Inkograph \$2

THE PEN THAT WRITES LIKE A PENCIL

## "John Loves Mary" CONTINUED



**SECOND-ACT CLIMAX** gets a laugh when Brig. General Biddle (Harry Bannister) phones Washington to cancel John's supposed orders to Nevada. "You are now in the hands of the world's most efficient organization," boasts Biddle. But he learns that the officer he is trying to reach has taken the afternoon off for exercise and stands on the stage as a ridiculous symbol of frustrated Army brass.



**A TRICK HAT** is usually good for a laugh. Here the general displays his cap, which became battered in a fight he got into with the ex-lieutenant usher in the Paramount Theatre. Now, when the play is about over, all the misunderstandings and marriages are cleared up, the general belligerently sets off with Lily and Fred to wreak his vengeance on the usher, and John is free again to love Mary.



**A GAG CURTAIN CALL** sends the audience away feeling fine. Here the general comes out for his bow, dragging the drunken usher (Lyle Bettger), who has met his comeuppance. While both of these minor characters are skillfully acted on Broadway, their parts are written so that an intelligent amateur with average acting ability could manage to put them over successfully. The usher's and general's uniforms would be almost equally easy to borrow for use in amateur theatricals.



# THE MOST FAMOUS BOTTLE IN THE WORLD



**HAIG & HAIG** *The First and Last Word in Scotch*

IT HAD TO BE BETTER TO ENJOY SUCH UNIVERSAL PREFERENCE FOR 320 YEARS

BLENDED SCOTS WHISKY 86.8 PROOF • RENFIELD IMPORTERS, LTD., NEW YORK



# "El Capitan ... nothing like it in railroading"



You're right, Pop!

El Capitan, fast as the Super Chief, is the only all-chair-car streamliner between Chicago and California.

Soon this fine coach-fare (plus small extra fare) train will be equipped with brand new cars containing the latest features for greater comfort. You'll like especially the newly designed reclining seats with full-length leg rests.

El Capitan will leave Chicago and Los Angeles *every day* instead of every other day as at present. Watch for announcement of new schedule.



**SANTA FE SYSTEM LINES . . . Serving the West and Southwest**

T. B. Goffner, General Passenger Traffic Manager, Chicago 4





WITH THEIR TEMPORARY BEARDS, SMITH BROTHERS WILLIAM II (LEFT) AND ROBERT BEAR A FAINT RESEMBLANCE TO FAMOUS ANCESTORS "TRADE" AND "MARK"

## *Life Visits the Smith Brothers*

**With a beard-growing contest and a banquet they celebrate 100 years of profitable cough-drop-making**

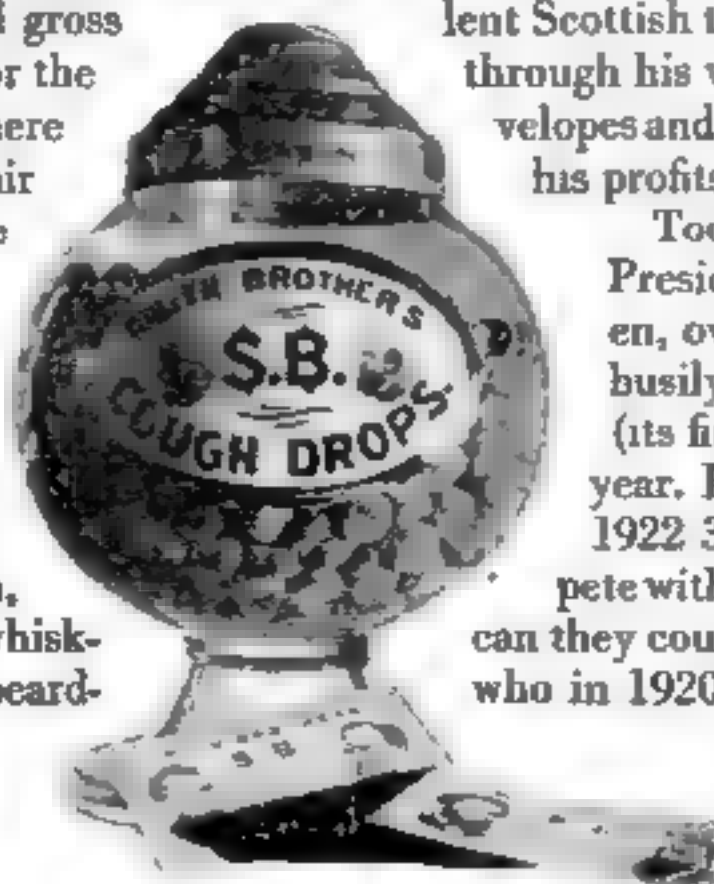
When a big U.S. candy company recently offered to buy out the small but famous Smith Brothers cough-drop business, which it considered a quaint relic of the past, it was startled to get a firm but polite answer: Smith Brothers was not for sale but would be delighted to buy out the candy company—for \$5 million in cash.

Such jaunty Yankee independence, reminiscent of an earlier, happier economic era, is typical of the flourishing little company (annual gross income: about \$5,500,000) which has never left Smith hands nor the sprawling Hudson River Valley town of Poughkeepsie, N.Y., where it was founded 100 years ago. Still owned and operated by a pair of Smith brothers named William II and Robert (*above*), the company has no more seen fit to change the ingredients of its basic product (sugar, charcoal, anise, licorice, wintergreen, horehound and peppermint) than it has its price (5¢).

The most famous Smith brothers, William and Andrew, became colloquially known as "Trade" and "Mark" from the respective position of those words under their bearded pictures on the box. To celebrate the company's centennial last month, nearly every male employe had been trying hard to emulate the whiskers of the founders. After three itchy, embarrassing months of beard-

tending (during which one man was mistaken for an escaped convict), all of them turned up at a big company party (*p. 133*) with the handsomest assortment of facial foliage Poughkeepsie had seen since the 19th Century. The party was almost a family affair, like the business itself. Almost a third of the factory employes have worked for Smiths for more than 20 years. None of them has ever bothered to join a union. Many can recall old "Trade" himself, a benevolent Scottish tyrant who liked to show his irritation by whistling loudly through his whiskers, kept all company records on the backs of old envelopes and all company funds in a big, battered office safe, and poured his profits into Poughkeepsie churches, hospitals and parks.

Today "Trade's" grandsons, President William II and Vice President Robert, both millionaires, employ 221 men and women, own a restaurant and a second factory in Indiana and are busily turning out Poughkeepsie's second most famous product (its first is Vassar graduates) at the rate of two billion drops a year. But no longer is the black drop their chief concern. Since 1922 35% of plant production has been menthol drops to compete with Luden's, the Smith Brothers' biggest rival. And no longer can they count on such free advertising as that provided by a stow-away who in 1920 lived five days in a freighter's hold full of cough drops.

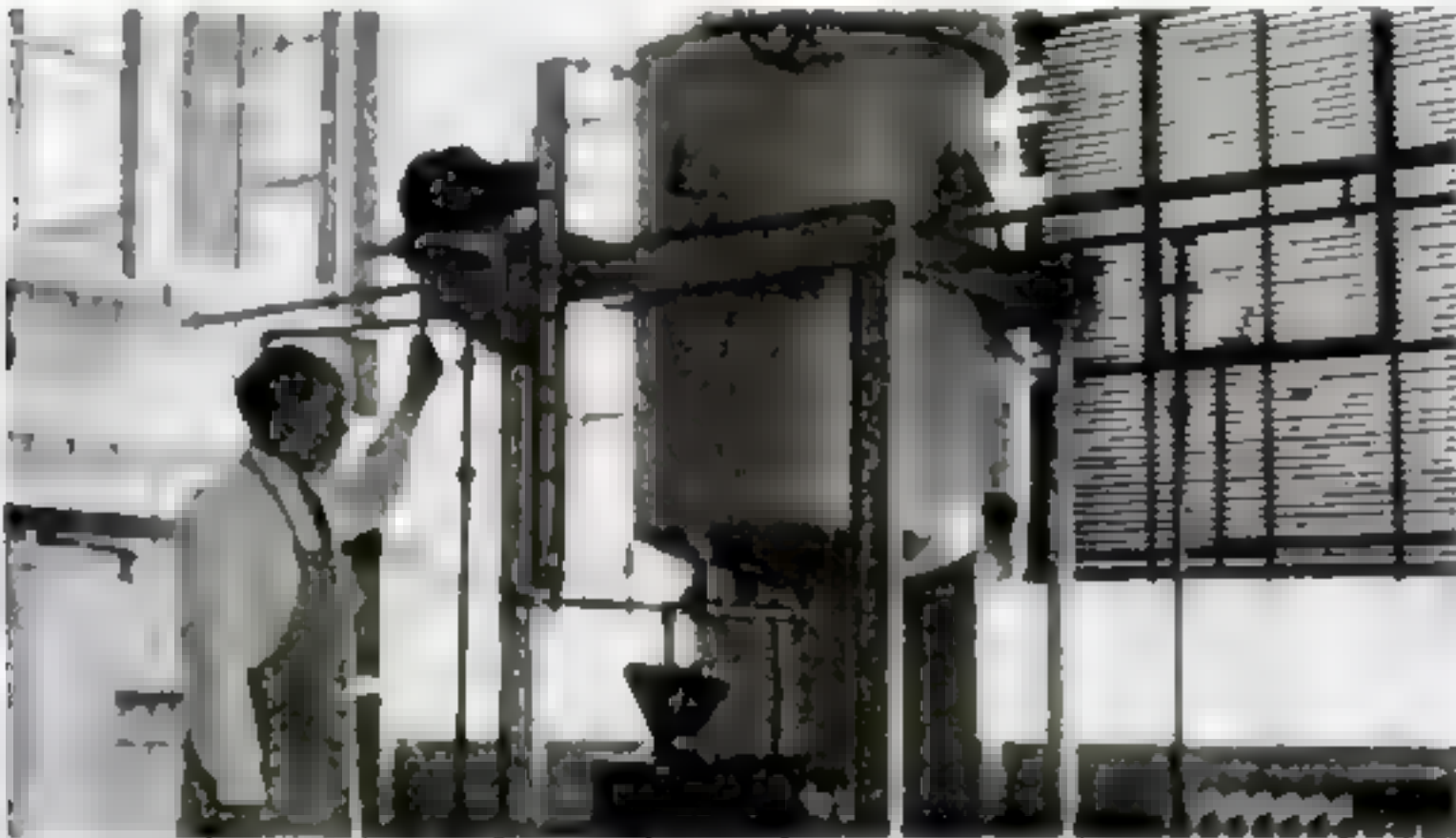






**FACTORY LINEUP** includes rows of white-uniformed women who do the packaging and six men who refused to grow beards. William II (right center) is flanked by Robert

and Sales Manager Lewis Shaw (right). Third from right in front row is skimpy-bearded Peter McComb, 27, William's oldest stepson, who may someday inherit the business.



**TINY MIXING ROOM** is used only twice a year by William II or stepson McComb to mix secret formula which has come down through four generations of Smiths.



**IN THE COOK ROOM** Robert Smith watches a big black-bearded workman slice up a huge black blob of cough drop mixture. The blob is later stamped into drops.



**BUST OF "TRADE" SMITH** stands high on a Poughkeepsie hill in a park which he gave the city in 1892. But the park reverts to the Smiths if liquor is ever sold in it.



**IN OLD RESTAURANT** where cough-drop making was carried on by family until 1880, William II and Robert eat lunch. Their restaurant is a Poughkeepsie lan





**HOT BLOW** by Robert (left) and William finally douses candles on anniversary cake at the big costume dinner held for employees and their spouses in the old company res-

taurant. The cake, made in the company bakery, was gaily festooned with 100 candles which almost caused their beards to catch fire when the two brothers began to puff.





*Slimmer, smarter than ever!*

**new basketweave  
watch bracelet**

Slender, slight, it curves enchantingly on the slim loveliness of your wrist. Pulse-quicken beauty, attuned to your precious femininity.

Handsomely finished in ENDURING KREISLER QUALITY, with the ever-safe Marvelock or Dubl-lock clasp.

\*\$7.50 at fine stores everywhere. Also in 14 Kt. gold at \$47.50. Basketweave watch bands for men . . . \$12.50 to \$135.

Prices include Federal Tax.



**makes a smart watch look smarter®**

*Jacques Kreisler*

World's largest maker of Watch Bands for men and women

TRADE MARK © 1947 JACQUES KREISLER MANUFACTURING CORP.

AVAILABLE IN CANADA

*Smith Brothers* CONTINUED



**BEARD-GROWING** transformed Joseph Markey from an amiable-looking janitor (left) into what could easily pass for oldtime Yukon prospector (right).



**HEAVY CHIN WHISKERS** and drooping mustache accentuate sad expression of Earl Fogg, electrician, who likes new decor so much he may keep it.



**BILLY-GOAT BRUSH** belongs to Revenue Nuts, a logging clerk who has been with Smith Brothers 4 years. It added stories to three months.



**SCRAGGLIEST BEARD** was grown by Robert Simmons, a packer, who claims he rarely notices it. But it saves him 20 minutes shaving time every day.



**THE MOST FRIGHTENING WHISKERS** of all, mounted on Edward Babret, who does not like any part of them, will never grow a beard again.

CONTINUED ON PAGE 17



# How to bake a better apple...

use **Club Aluminum**

Here's an idea that puts the super-deluxe in your old friend, the Baked Apple. Secret number one is Club Aluminum Hammercraft Waterless Cookware—in this case a Dutch Oven. Secret number two is this set of directions:

Core apples two-thirds through. Fill with sugar and seal with butter. Arrange in layers in your Club Aluminum Dutch Oven (or saucepan for small quantity). Cover and cook over low heat 15 minutes or until tender. Take out, top with whipped cream, and serve something that brings back the Garden of Eden to an apple.

Yes, Club Aluminum cooking is "Full Flavor" cooking—meats, fruits, vegetables. The kind that makes happier tables.

So start your Club Aluminum set from the nine pieces now available. And, make someone else "pot-happy" with a gift of silvery hammered Club Aluminum. It's the famous cookware formerly sold through home demonstrations, now sold by leading retailers. And please note—it still sells at prewar prices. Dutch Oven illustrated, still only \$5.95.

## FULL FLAVOR



See how even heat coddles the food on all sides. "Waterless" principle means vitamins and minerals stay in, don't drain away. Low-heat method saves fuel—gas or electricity.

CLUB ALUMINUM PRODUCTS COMPANY • 1250 FULLERTON AVENUE • CHICAGO 14, ILLINOIS

Other distinctive Club lines: Club Glass Coffee Makers • Club Coffee Dispensers • Club Household Cleaners and Polishes

Tune in "Club Time," ABC network Monday mornings, and hear favorite lyrics of famous people.

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BY MEN WHO PLAN BEYOND TOMORROW



## Skyway Delivery Spirals Goods from Non-Stop Planes

Like a maple seedling whirling earthward, this newest "parachute" spirals packages from high-flying cargo planes, lowers them gently and accurately to smaller-city airports. There, they are transhipped by feeder planes, or sent by truck to their destinations. A thick rubber cushion compartment protects contents on landing.

Light as a seedling too, the parachute container contains a bottle of Seagram's V.O. Canadian. This luxury imported whisky is *clean tasting*—an important reason why millions prefer it. Seagram's V.O. is an inimitable blend of the finest of Canada's whiskies. Taste it tonight and discover a truly unique flavor experience!

Six Years Old 86 & 8 Proof Seagram-Distillers Corporation, N.Y.

# Seagram's V.O. Canadian

CANADIAN WHISKY—A BLEND...OF RARE SELECTED WHISKIES



Smith Brothers CONTINUED

## 'TRADE' DOMINATES SMITH HISTORY

First made in a cluttered kitchen by a Scottish carpenter named James Smith, supposedly from a peddler's formula, the cough-drop business was inherited by James's sons, William and Andrew, in 1872. Within 38 years the brothers had done well enough to buy a factory and run a successful restaurant, whose ultraspectable prospective customers had to come armed with at least one reference from a minister of the gospel. The company had no misfortune until "Trade's" heirs put out some short-lived chewing gum and lemon and lime drops known as Smitherines. "Mark" was easygoing and let "Trade" do most of the work. "Trade" spent his time fighting off competitors (below), advertising his product as a sure cure for hoarseness and running for office on the Prohibition ticket. He never got elected and never knew that his cough drops were widely used to disguise an alcoholic breath. The business passed from "Trade" to his son Arthur in 1913, then to his sons, the present brothers, in 1936. Today's Smith Brothers, who have two daughters, are glumly aware that there will never be another Smith brother to market their drops in the dramatic fashion employed by "Trade," who once convulsed the country by warmly pressing a package into the hands of President Taft at a White House reception.



FORMAL GROUP PORTRAIT of Smith Brothers employees was made in 1913. "Trade" and "Mark" are in center. Behind "Trade" is son Arthur.



TRADE'S SON ARTHUR, shown with his wife and sons, the present owners, ran business 23 years, changed it from partnership to a corporation.



SMITH BROTHERS COMPETITORS sprang up across U.S. in late 1800s. But "Trade" went to court, put all the patent holders out of business.

RAY-O-VAC

## LEAK PROOFS

sealed against corrosion...  
sealed against power loss!



Ray-O-Vac LEAK PROOFS keep your flashlight safe from corrosion—they're insulated and sealed-in-steel to keep corrosive battery materials from damaging your flashlight. And this same patented construction prevents loss of battery energy. LEAK PROOFS stay fresh 'til you need them! For FREE helpful "Flashlight Service Guide" write Dept. L-1, Ray-O-Vac Company, Madison 3, Wisconsin.

### Read this Guarantee AGAINST FLASHLIGHT DAMAGE

If your flashlight is damaged by corrosion, leakage, or swelling of this battery, send it to us with the batteries and we will give you FREE a new comparable flashlight with batteries.

ONLY LEAK PROOFS  
GIVE YOU THE "ADDED 4"

START WITH A  
POWERFUL BATTERY

ADD STEEL BOTTOM

ADD STEEL TOP

ADD INSULATION

ADD STEEL JACKET

FINISH WITH RAY-O-VAC  
LEAK PROOF

**BUY SPARES... THEY STAY FRESH!**



LOOK FOR THE  
**2 Big Exclusives**  
 in these Healthknit  
**"Comfort Twins"**

**1.**

**Kut-Up+ SHIRTS with the EXCLUSIVE Kut-Up+ FEATURE**

No other shirt has it! Note how the inverted V-vent is *tailored-in* at the crotch line. It's the secret of Kut-Ups' unbelievably *smooth* fit. The shirt follows every move of your body—yet never makes a move of its own! Stays tucked in without creep, bunch or bind! Soft, close-knit combed cotton yarns wear and wear, too... absorb perspiration... wash in a wink. At better stores everywhere.

**LOOK FOR THE KUT-UP "V" IN THE BOTTOM!**



...Designed to Wear Together...

**2.**

**MAC DEE+ SHORTS with the EXCLUSIVE Cantilever SUPPORT**

No other short has this! As the full elastic waistband hugs your middle, the *built-in* Cantilever Action automatically, gently lifts. No bind, no bunch, no chafe! No buttons to break or lose. And these wonderful, washable close-knit combed cotton yarns need no ironing. Choice of Briefs and Mid-lengths, at better stores everywhere.

**LOOK FOR THE CROSS-TAPE CANTILEVER SUPPORT**



ASK FOR **Healthknit**

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STANDARD KNITTING MILLS, INC. • KNOXVILLE 3, TENNESSEE

NEW YORK

CHICAGO

SAN FRANCISCO



WHEN LIFE PRINTED THIS PICTURE OF JIMMY STEWART AND JOSETTE

## WHAT BECAME OF JIMMY?

GI's wartime romance on the French Riviera ends in marriage—to his old girl back home



JIMMY'S PREWAR GIRL, Eunice Robertson (above) is now his wife. When he got offer to try out in Hollywood, she was glad he turned it down





CHANZAL AT JUAN-LES-PINS IN 1945, THE FOLKS BACK HOME WONDERED

A tired combat infantryman named Jimmy Stewart was dumped off a GI train in Nice, France, one day two summers ago just as the war in Europe had drawn to a close. LIFE, then covering the Army's Riviera recreation center, at Nice (July 9, 1945), photographed Jimmy as he met, sunbathed (above) with a pretty French girl named Josette Chanzal. Jimmy and Josette kissed goodbye, she wrote once, then stopped. Last month French papers heralded the new 1947 Nice Carnival Queen. It was Josette. Wondering what had become of Jimmy, LIFE found him back in Morrilton, Ark., 5,000 miles from Nice, happily married to his prewar sweetheart (left) and manager of his own insurance agency.



QUEEN OF MARDI GRAS for 1947, Josette wore a rhinestone crown in the parades through Nice. She has new boyfriend but never forgot Jimmy.

CONTINUED ON NEXT PAGE

"A very good evening to you"



Honored guest for the evening



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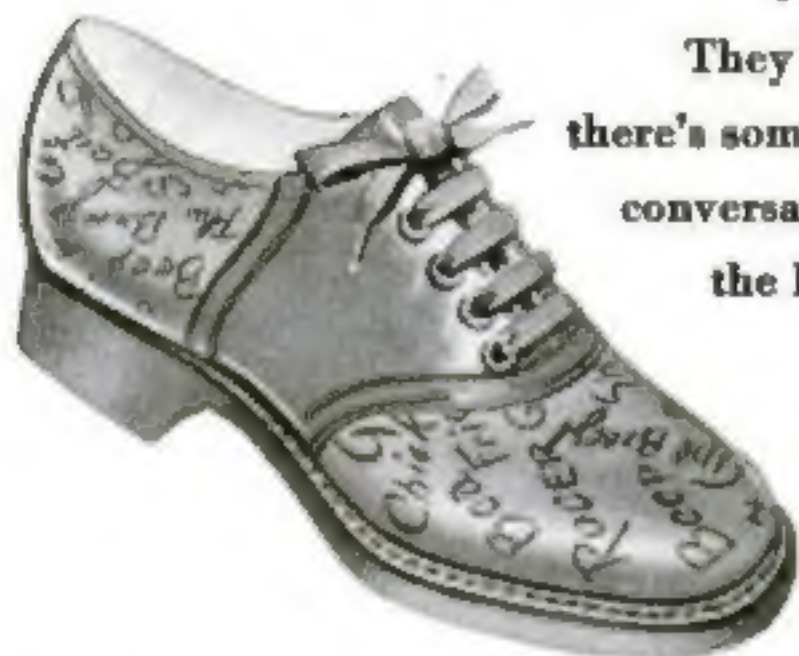
WHERE and whenever good friends gather, the arrival of world-famous Johnnie Walker is most reassuring—the serene smoothness and mellow mildness of this peerless scotch, the foretaste of a most pleasant evening ahead.

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They fall hook, line and senior when  
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conversation-provoking "Hubba Hubbbs".  
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What Became of Jimmy? CONTINUED



INSURANCE SALESMAN and manager of a Morrilton, Ark. agency, converted infantryman Jimmy (above) calls on a client in a local drugstore.



DRESS MANNEQUIN in a fashionable *maison de couture*, Nice-born Jose daily punches an old-fashioned time clock. She earns \$50 a month as a model.

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AC-DC-BATTERY *Portable*

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For name of nearest dealer, write Trav-Ler Radio Corporation, Chicago 6, Illinois.



# The camera that discovered a Gold Mine



① "They handed me \$500,000 for just a small interest in the mine," writes Frank Salerno of Bridgeport, Connecticut, a friend of Canadian Club. "I'd gone to Yellowknife just to take pictures of my friend Mike's prospecting in northern Canada. To keep warm in the sub-zero weather, I kept busy photographing rock formations. For a souvenir, I chipped off a colorful chunk."



② "But when Mike saw it, he yelled 'That's gold!' and made me stake out a claim. I'd heard about 'fool's gold' and the ribbing every tenderfoot gets in mining camps, so I played the game and waited for Mike to tell me it was all a gag."

③ "It wasn't a gag! I took the rock samples to a geologist who found gold in some of the ore running as high as \$1250 a ton. If the rest of my 1,500 square-foot claim proves as rich, Mike and I will be millionaires. And my only investment so far has been \$5 for a license!"

④ "Mike became my partner. After we had the ore assayed, we sold a small interest for \$500,000. Until that moment, I never dreamed such a thing could actually happen. Nobody could get that lucky camera away from me now for ten gold mines!"

⑤ "We celebrated our strike with Canadian Club highballs in Mike's cabin back at Yellowknife. Canadian Club has always been my favorite whisky. It's helped me enjoy some of the happiest moments of my life—and that evening it tasted extra special. We sat up half the night deciding what we'd do with our money."

⑥ "Gold is one of two things I've found to be highly valued in all the lands I've visited," says Mr. Salerno. "The other is Canadian Club Whisky." Canadian Club is light as scotch, rich as rye, satisfying as bourbon. That's what made Canadian Club the largest selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

## "Canadian Club"

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof.



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See if Camels don't  
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IT'S ONLY a memory now, the war cigarette shortage. But it was during that shortage that people found themselves comparing brands whether they intended to or not.

Their "T-Zone"—that's T for Taste and T for Throat—tested more different brands than they'd normally try in a lifetime.

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their Throats welcomed the kind of cool mildness Camels deliver.

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SMOKE **CAMELS**  
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